

LIFE

GIRLS' NEW FADS

JUNE 26, 1939

10 CENTS



YOU CAN'T PUSH YOUR OIL AWAY FROM THE HEAT

WHEN the dinner is in danger of burning, you can push it to the back of the stove or turn down the heat.

But once oil turns to varnish, as old-fashioned oil will under modern driving conditions, there's nothing you can do.

So the time to do something is when you have your crankcase filled up.

Demand Insulated Havoline. Here's why:

Many motor manufacturers in order to give you dazzling performance, increased power and economy have had to increase engine speeds and reduce clearances. This exposes the oil to greatly increased heat and makes old-style oil form varnish under hard driving, varnish that can cause your rings to stick or pistons to drag—reduce your gasoline mileage—help run down batteries by causing hard starting—even “freeze” certain modern engines completely.

Havoline does not form harmful

varnish under the hardest driving. It is insulated against heat.

Because it is distilled, as well, it doesn't leave hard carbon to cause knocking or excessive wear. It gives faster getaways—the most from your gasoline.

In short, there's no better oil at any price because it provides a factor of safety for all cars in all weathers, under all driving conditions.

Fill up with Havoline. It's a change for the better.

Stop where you see the Texaco Star—a sure sign of Insulated Havoline Motor Oil, Sky Chief and Fire-Chief Gasolines, dependable Marfak Lubrication, helpful, courteous service and clean Registered Rest Rooms.

TEXACO DEALERS INVITE YOU to tune in THE TEXACO STAR THEATRE—A full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E.D.T. 8:00 C.D.T. 6:00 M.S.T. 8:00 E.S.T. 7:00 C.S.T. 5:00 P.S.T. Copyright 1939, The Texas Company



That's why you need Insulated Havoline

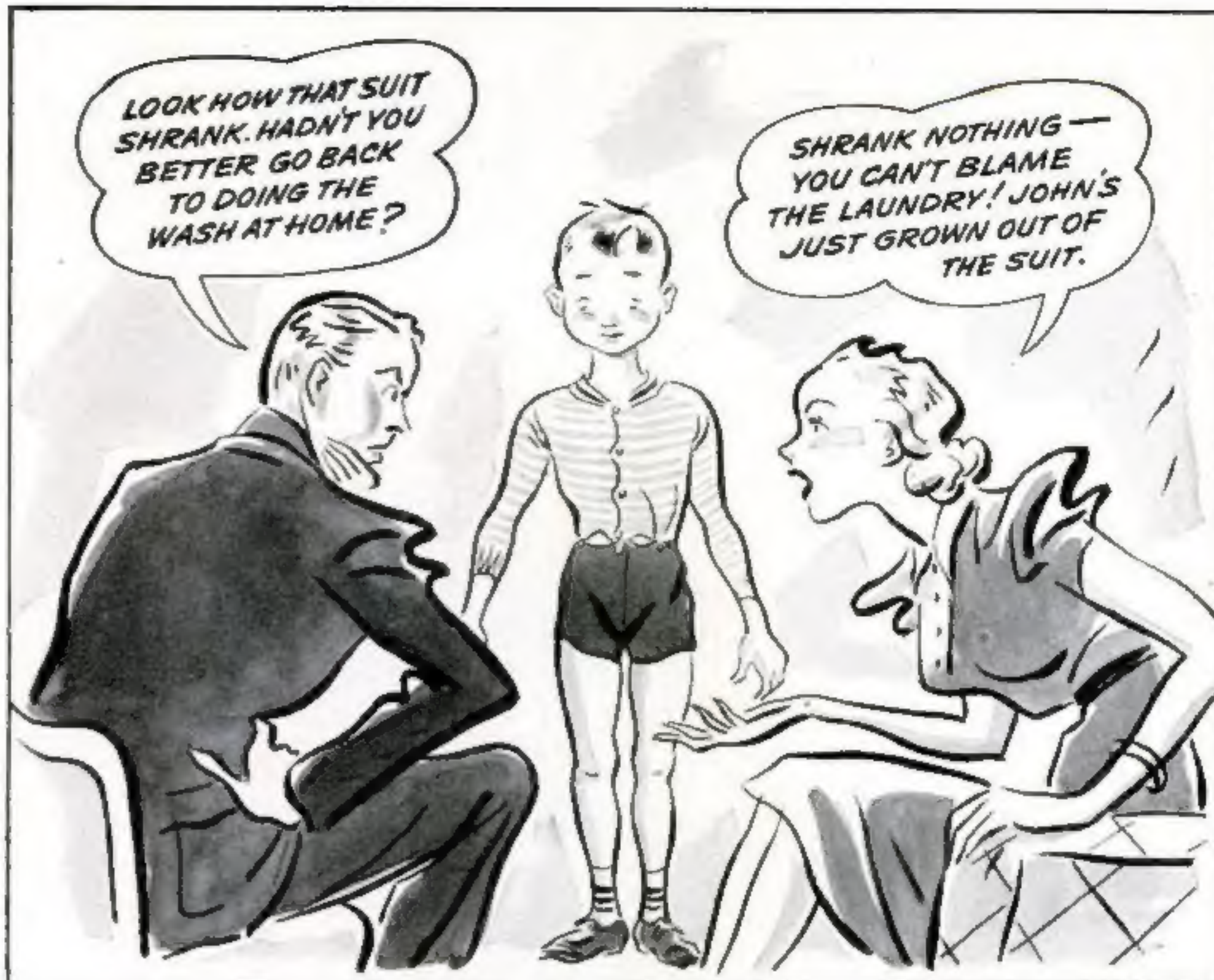


D I S T I L L E D A N D
I N S U L A T E D
... AGAINST HEAT ... AGAINST COLD

Did the Suit SHRINK? OR Did Johnny STRETCH ?



This time Mom's in the dog-house... but read how quickly she gets out



COPYRIGHT, 1939, COMPTON ADVERTISING, INC.

Make every Washday Independence Day!

What would you do if you had every washday free? Catch up with your reading? Spend more time with the children? Take short trips?

No, it isn't just a dream. Today millions of modern women gain precious hours of freedom by sending their wash out of the house.

It's the smart and thrifty thing to do today. For the modern laundry industry has made great strides. They've spent millions of dollars in research. Tens of millions in modern equipment. At every step your

clothes are protected against shrinkage, fading, wear. And sanitation is assured.

Just send a bundle to the laundry. See how white and gay your clothes come back. How reasonable the cost is. Actually, considering the time and trouble you save, laundry service is a bargain.

So don't go on slaving on washday. The modern laundry offers a variety of services—one to fit your problems. They'll be glad to send someone to tell you about their services. Won't you phone them today?

LET
THE **LAUNDRY**
DO IT
More Life for CLOTHES
More Leisure for YOU

Why Clothes Wear Longer at the Modern Laundry



THE TOWEL

Today laundries don't scrub dirt out... they wash it out with mild soap and frequent rinsings. In one washing, water is changed as many as 10 times.



THE SHIRT

Nowadays the modern laundry has modern equipment that gently whirls the water out, does not wring it out. Buttons stay on. Clothes last and last.



THE DRESS

The modern laundry takes special care to guard against fading. Cleansing agents are mild. Clothes washed and ironed at correct scientific temperatures.



THE PILLOW CASE

Laundries use scientifically softened water to insure clean, sparkling clothes. No hard water soap scum to make clothes gray.

This One



R7SK-Q5W-5Y55

Your Hair! Keep it Good-Looking



*In Spite of
Sun and Water!*



Use VITALIS and the "60-Second Workout"

A SMASHING set of tennis under a broiling sun or a stinging shower after a hard 18 holes of golf—that's certainly what the doctor ordered to keep a man fit! But what about your hair? Sun-baked until it's dry and brittle; lifeless from water that soaks out remaining natural hair oils.

Hair especially needs Vitalis and the "60-Second Workout" in summer to offset the harsh effects of sun and water. Apply Vitalis to the scalp with a brisk massage. Feel the healthy "tingle" as circulation awakens and the pure vegetable oils of Vitalis come to the rescue of your oil-depleted scalp. Your hair combs easily, it takes on a rich lustre—but with none of that objectionable "patent-leather" shine.

Enjoy outdoor sports but do as millions of men are doing—keep your Vitalis handy! Start your "60-Second Workouts" and see if they don't help put you over socially this summer! Get a bottle of Vitalis at your nearest druggist's today.



1 50 Seconds to Rub—Circulation quickens—the flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb and Brush—Your hair has a lustre—but no objectionable "patent-leather" look.

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in the new sanitary, individual Seal tubes. Be sure to insist on Vitalis Seal tubes.

VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME

LETTERS TO THE EDITORS

America's Future

Sirs:

Never before have I read anything that impressed and moved me as much as the brilliant contents of LIFE's America's Future issue (June 5). It should be read, reread and reread, and then preserved in a glass case. It should be read by every honest, clear-thinking American and also by every narrow-minded, unpatriotic American. It shows better than anything ever published that America's salvation and future lie right here in our own U.S.A. and not in any slimy foreign ideology. I vote a Congressional medal to LIFE for creating a masterpiece!

JACK KESSLER

Newark, N. J.

Sirs:

This week's LIFE is worth a fortune to me. I'd never sell it for any price.

LORRAINE GILLASPY

Rockford, Ill.

Sirs:

Three cheers for your America's Future issue. It was a grand antidote to all caterwaulers and professional doomers.

FRANK CAPRA

Hollywood, Calif.

Sirs:

That is grand educational material; it should be in the classroom of every school in America.

ROLLO G. REYNOLDS, Principal
Horace Mann School
New York, N. Y.

Sirs:

Three shrieks and a whistle for your panoramic view of future America.

JOHN F. BOUCHER

San Mateo, Calif.

Mississippi Culture

Sirs:

I want to tell you how much I liked last week's LIFE. It certainly was cheering to see the way you presented Grant Wood. Your recognition of what is happening in the arts in the Mississippi Valley encouraged me.

JOHN STEUART CURRY

University of Wisconsin
Madison, Wis.

"It Will Cause a Surplus"

Sirs:

Your disgustingly nauseating article about the frontier of the Northwest being a challenge to Americans, and the most horrible error in stating that the new development would cause no surplus in fruits and vegetables, should be counter-answered in a near future issue with most enlightening pictures procured in the Northwest where only a small part of the fruit is harvested and in the East showing products being taken from markets to be dumped because of lack of buyers.

I have one of the best farms in this county (at one time the first county in the nation and now about the 200th) producing every vegetable and fruit from asparagus to apples. Both my wife and myself are college graduates, use a lot of skill in our planning and work like the devil, and will not be out of debt, even at the present rate, until we are seventy.

R. M. CLOTHIER

Silver Creek, N. Y.

● LIFE did not discuss the matter of a surplus, made no statement that the Northwest development would not cause a surplus. LIFE simply suggested that new, rich land could be substituted for sub-marginal land which might well be taken out of cultivation. Whether this would be done is another problem. Anyway, it is a matter for argument whether the cure for a surplus is less production or more consumption. Fact is that 41% of the people of the U.S. cannot buy any fresh vegetables, 80% buy too few.—ED.

Mr. Lippmann's Article

Sirs:

If I were cast away on a desert isle and I could have but one book—I'd take the current issue of LIFE. I bet you'll never top it. The fine maps, that gorgeous color photograph of Boulder Dam, the story of the Grand Coulee. . . .

But the great thing in this issue is Mr. Lippmann. His brilliant but understandable expression of the American situation is not only true of us as a nation; I think it is equally true of most of us as individuals. I hope millions of other Americans gain the understanding from that superb article that I did—and I needed it.

FRANK LUTHER

New York, N. Y.

Sirs:

Lippmann's *American Destiny* would have been a total bust if it were not for the closing paragraphs. Of course America is the outstanding nation on the globe and naturally it will be the leader in the world of tomorrow! It achieved its position not through attempting "to control the violence of booms and depressions," however. America got where it is through the doctrine of rugged individualism and to hell with the stringent regulation of the profit motive. He who has, gets. And that should be the theme of America in everything.

DAVID R. PORTER

Wellesley Hills, Mass.

Sirs:

It might be a good idea for LIFE to give a sort of LIFE Academy prize for either the best article, news report, or photographic achievement. May I cast my first vote for Mr. Lippmann.

BEN BERNIE

New York, N. Y.

Convert

Sirs:

It is thrilling from start to finish; yet even the impact of the total effect does not drown out the elixir of "rightness" that accompanies each section. The beginning with the Northwest seems inspired; so do the maps; so do the pictures of Yesterdays. The renewed evidence that Walter Lippmann can think clearly and profoundly and simply to the heart of a huge problem would justify an issue in itself.

I am not visual-minded and I have profited largely from TIME, while LIFE has left me pretty cold. But with this issue I drop all restraints. I feel a great wave of friendliness for everybody who had anything to do with it.

JACQUELINE F. PLAUCHÉ

Swarthmore, Pa.

Bel Geddes' Futurama

Sirs:

How come you devote seven precious pages to the Futurama, the most brilliant exhibit at the Fair, and never once mention the genius who conceived and executed it?

E. P. GOODNOW

Brookline, Mass.

● All credit to Industrial Designer Norman Bel Geddes whose name was inadvertently omitted from LIFE's account of his brilliant Futurama.—ED.

Like a Mess of Flapjacks

Sirs:

I sure did like your issue of LIFE about America's future.

Just back from Oklahoma, I found them fellers out there eat up your magazine like they do a mess of flapjacks.

CAL TINNEY

New York Post
New York, N. Y.

Masterpiece

Sirs:

Your issue is a masterpiece, for it portrays a dream, a future and a new hope for the many of us who have been "down and out." It fires one's patriotism. Here's

(continued on p. 4)

"This Year We Bought our Fifth Dodge

... AND IT BEATS EVEN OUR PREVIOUS
DODGES FOR SAVING GAS AND OIL"



...from an interview
with Miss Bettie Ross,
Tacoma, Washington

"OUR family have been Dodge fans ever since I can remember," says Miss Ross. "We have always valued the reliability and economy that each new Dodge gave us. I'll never forget the wonderful gas and oil savings we got with our 1937 Dodge. Naturally, we never expected that the 1939 Dodge, being so much bigger and roomier in every way, would equal that economy record. Yet, here is the fact—our new Luxury Liner Dodge is really the easiest of them all on gas and oil!"

Take a Look!

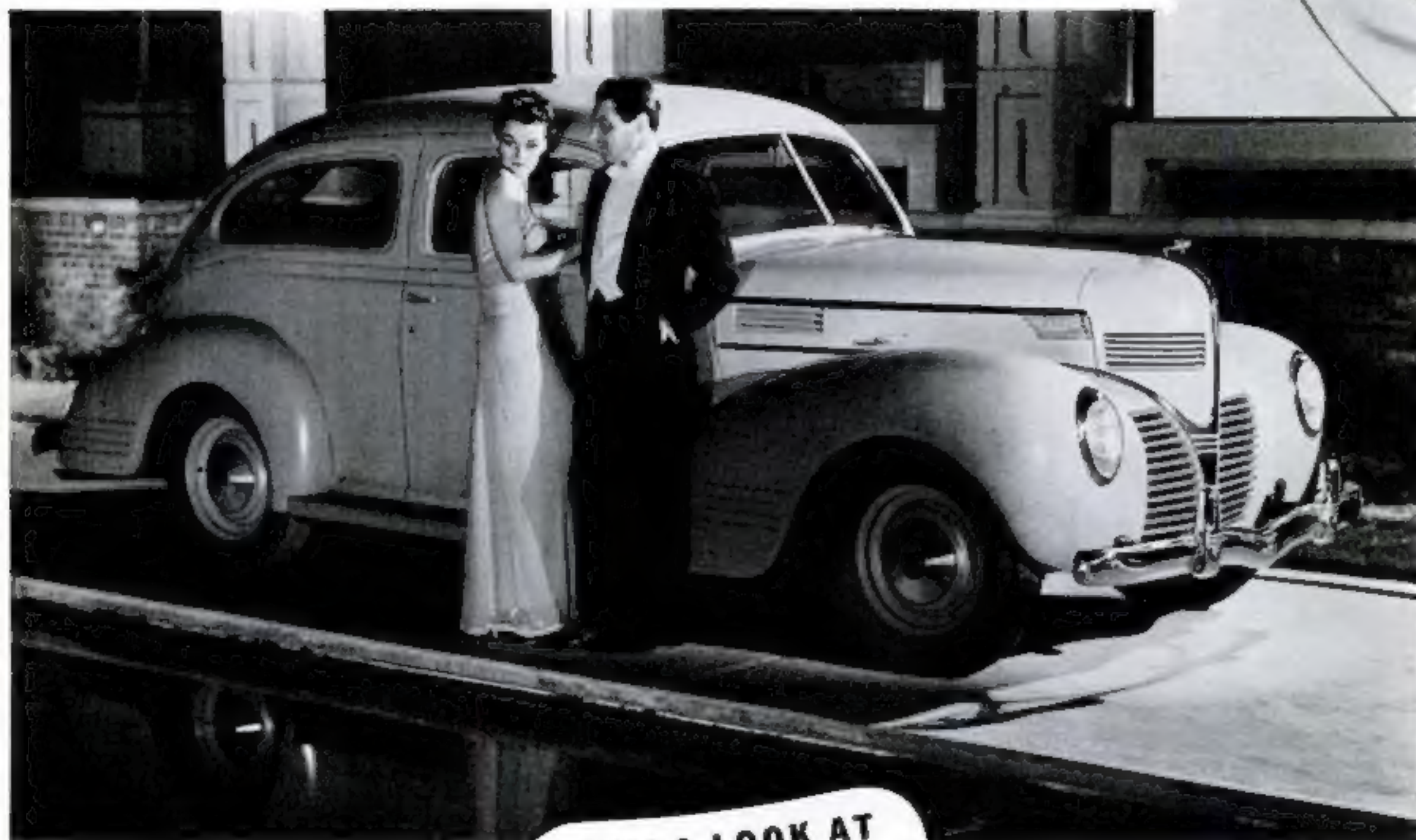
Thank you, Miss Ross! And to all new-car buyers who want the most for their money we say—check the things that Miss Ross has told about. Before you decide on any car, go to your Dodge dealer and take a look at the new Luxury Liner from every important angle—beauty, dependability, luxury, economy.

To get an idea of what Miss Ross means by Dodge economy, take a look at the famous Dodge "Scotch Dynamite" Engine. It gives you all the proven Dodge economy features, plus even more money-saving advancements for 1939!

Priced Lower!

Save the best thrill for last. Take a look at Dodge low delivered prices in your city. You'll be amazed—because this big Luxury Liner is priced even lower than last year's Dodge!

Time in on the Major Bowes Original Amateur Hour, Columbia Network, Thursdays, 9 to 10 P. M., E. D. S. T.



TAKE A LOOK AT
THESE LOW PRICES!

COUPES

\$756 AND UP

SEDANS

\$815 AND UP

ALL FEDERAL TAXES INCLUDED
These are Detroit delivered prices
and include all standard equipment,
and include all standard equipment,
Transportation, state and local
taxes (if any), extra.
VISIT YOUR DODGE DEALER FOR
DELIVERED PRICES IN YOUR LOCALITY



TAKE A LOOK! New invisible luggage compartment! See how it is completely concealed beneath graceful lines of windstreamed rear ensemble, yet is actually 27% larger than old "trunk style" compartments! Three bellboys needed to carry all the luggage this new compartment will hold!



FREE PROOF THAT DODGE SAVES GAS! Prove Dodge economy for yourself with this free "Gasometer" test which shows you, right before your eyes, exactly how many miles Dodge travels on an accurately measured quantity of gas!

New 1939 **DODGE** *Luxury Liner*

TAKE A LOOK...
THAT'S ALL DODGE ASKS!



Slight *H's* or *R's* . . . but
**NEVER DROP
YOUR "Z"!**



PENNSylvania OIL BUYERS, Get the Genuine!

YOU may get any of more than 700 widely different oils when you ask merely for Penn-oil. Sound your "Z"—make it PennZoil—and you get the *one*, double-refined Pennsylvania oil that's put through 3 extra steps for top performance, better mileage and an extra margin of safety!

It's more important to specify PennZoil today than ever. Cars built since 1934 get their snap and economy from high compression, sealed by tightly fitted valves and piston rings. PennZoil keeps these vital parts clean and free. Your motor runs smoother, easier. Naturally, it has faster pickup, more

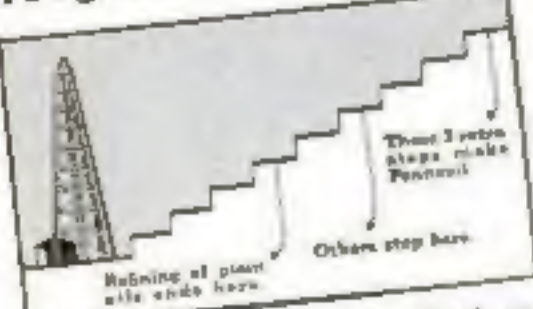
power. It uses less gas—stays light on repairs!

A DEALER NEAR YOU
Thousands of better dealers recommend PennZoil. Drive in at the yellow oval sign for PennZoil motor oil and lubricants—and sound your "Z"!

"LIFE BEGINS AT 40"
(thousand miles)—Keep sludge out of your motor and it will stay young. A leading automotive publication found PennZoil resists sludge 27 to 67 times longer than other oils tested!



3 Extra Steps Toughen PennZoil Film



PennZoil's 3 extra refining steps remove sludge-forming parts, make its bubble-thin film tougher under heat! No extra charge for them.

LETTERS TO THE EDITORS (continued)

a toast to the men who had a vision and to the magazine that published it.
MARK A. PETROWSKI
Yellowstone Park, Wyo.

Sirs:

I thank you for presenting The Most Thrilling Story on Earth in a new and modern manner. I thank you for reminding me and my nation with me that this is the only continent in the world upon which there is no bomb-proof shelter; upon which there is no dictator; no suppression of free speech, free press or free religion.

BERT DUNN

Watertown, Conn.

Sirs:

One of the finest pieces of contemporary history I have ever seen. It should be in every home and classroom in the land.

H. E. MANNING

Chicago, Ill.

Sirs:

You who are responsible for giving this document to our American public are due our sincere congratulations.

Conveying Mr. Garner's appreciation of your gracious courtesy in sending him the copy of your magazine, I am

E. R. GARNER

Secretary to the Vice President
The Vice President's Chamber
Washington, D. C.

Sirs:

Only a teacher noting carefully the reactions of pupils can realize the potency and potentialities of "America's Future" issues. No textbook can possibly do what you have done. For days I can discuss a series of six pictures on our natural resources.

More issues in *themes*—many more of them! And I'll throw an equal number of textbooks out the window!

ISRAEL LIGHT

Cincinnati, Ohio

Sirs:

A really magnificent issue . . .
JAMES TRUSLOW ADAMS
Southport, Conn.

Progressive Arithmetic

Sirs:

Your America's Future issue greatly appreciated and enjoyed.

One disturbing note (no fault of yours, however), was detected in the story about Progressive Education. On the blackboard behind the boy standing in the picture at the top of page 41 (see cut on page 6) is a very simple problem in arithmetic, which, unfortunately, has been added up wrong!

Surely this is a chance error and is not to be taken as indicative of a general neglect of one of the three R's.

STANLEY W. BLACKBURN
Riverside, Calif.

Sirs:

Progressive Education. Huh! Where I went to school that list of figures added up to 233, not 223.

H. RICHARD YUSEM
Germantown, Pa.

Sirs:

I would suggest that the children of Springfield, Mo., be taught to add before worrying about civic problems.

GERALD SIRKIN

Harvard University
Cambridge, Mass.

●LIFE forwarded the letters of its hawk-eyed readers to Superintendent H. P. Study of the Springfield, Mo., schools. His masterful answer follows: "The figures on the board were part of a committee report which was presented to the whole group. The teacher wrote it on the board as the chairman dictated. After the chairman had compared the average grocery bill of families of four persons represented in the group, with the average

(continued on page 6)



Compare the sensational new UniveX Mercury with any \$200 foreign speed candid. In simplicity of operation . . . in performance . . . in results! Embodies every essential feature of high-priced foreign makes—plus many advance features that actually make it *The Camera of Tomorrow!*

FEATURES! • 1000th second focal plane shutter • Built-in flash synchronizer • Automatic film transport-double exposures impossible • Interchangeable lens equipment • Helical focusing mount; graduations from 1 1/4 ft. to infinity • Quick-action simplified controls.

BOOKLET! Dept. M-34 Universal Camera Corp., N.Y.C.



UNIVEX 1000th Second MERCURY



when you TAKE A WESTON ALONG

All the pictures you take with your camera will be just as good . . . rich in detail . . . if you take along a WESTON Exposure Meter. Simply point the tiny meter at any scene or subject you wish to photograph, and set your lens and shutter as indicated. That's all there is to it . . . nothing complicated or confusing even for beginners. But it will insure a perfect exposure *every time* you take a picture . . . give you pictures you'll be proud to show. Can be used with still or movie cameras. See this inexpensive meter at your dealer's, or write immediately for interesting literature. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, New Jersey.



**WESTON
Exposure Meter**

THE NEW, EASY, SCIENTIFIC WAY TO GET RID of DANDRUFF

New Treatment with Listerine Antiseptic attacks the germ itself... actual clinical tests resulted in amazing record of quick relief

IF YOU have the slightest evidence of dandruff, don't waste time and money fooling around with remedies which may treat surface symptoms only. Get at the root of the trouble—the germ itself—with a scientifically *proved* treatment, Listerine Antiseptic and massage.

You'll be absolutely amazed how fast this simple, delightful home treatment begins to improve the appearance of the hair and to restore the scalp to its natural healthy condition. Even after the first few treatments you notice a difference.

STRIKES AT CAUSE

Why? Because, when you douse Listerine Antiseptic on, it soaks hair follicles and scalp in an antiseptic bath. It annihilates the stubborn little germ—*Pityrosporum ovale*, which Scientists only recently discovered causes dandruff.

Remember, this scientific treatment with Listerine Antiseptic is *not* based on empty theory. It has been proved, in test after test, both in laboratory and clinic. In one typical test, for example, a group of dandruff sufferers at a great mid-western skin clinic were instructed to use the daily Listerine Antiseptic Treatment. *Within the first two weeks, on an average, a substantial number had obtained marked relief.*

In another instance, 76% of a group at a New Jersey clinic who were told to use the Listerine Antiseptic Treatment twice daily showed either complete disappearance of, or marked improvement in, the symptoms within a single month.

GET REAL RESULTS

So start getting rid of your dandruff *today*, with Listerine Antiseptic... the same Listerine Antiseptic which you keep on your bathroom shelf as a germicidal mouth wash and gargle. Feel the delightful, invigorating tingle as you massage with it. And even when the last sign of dandruff has disappeared, continue to enjoy a Listerine Antiseptic treatment from time to time to guard against re-infection. Lambert Pharmacal Co., St. Louis, Mo.



THE TREATMENT

MEN: Douse Listerine Antiseptic on the scalp at least once a day.
WOMEN: Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

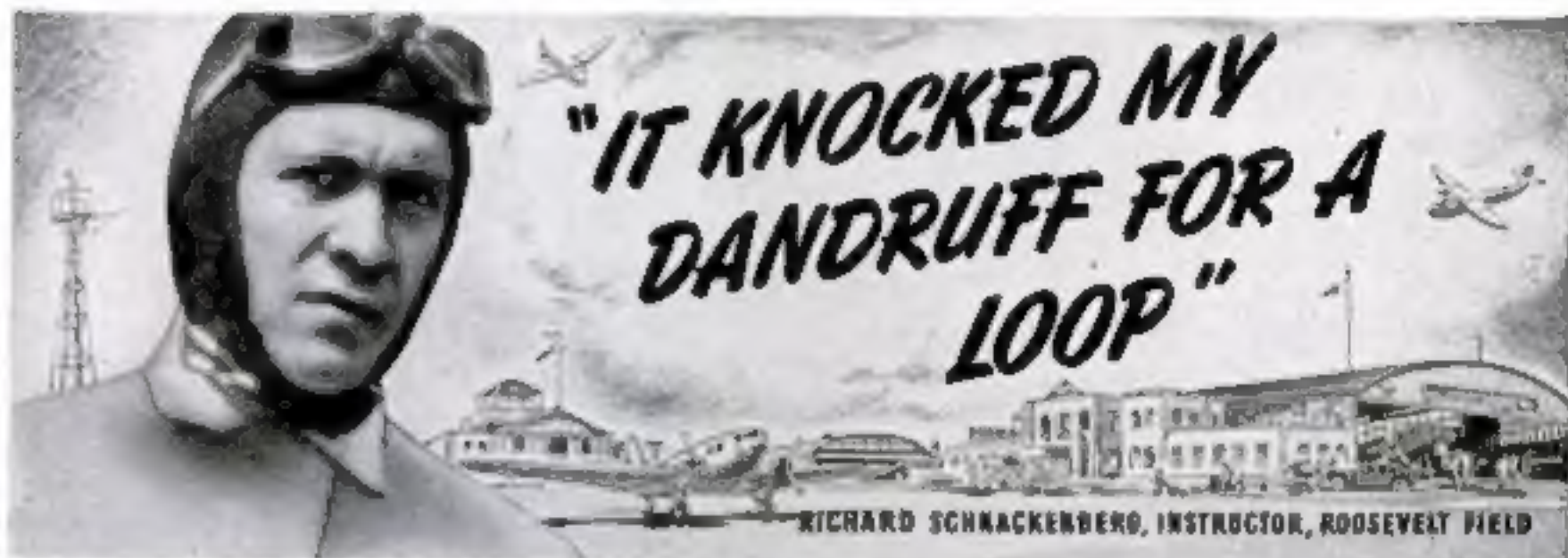
Always follow with vigorous and persistent massage with fingers or a good hair brush. But don't expect overnight results, because germ conditions cannot be cleared up that fast.

Genuine Listerine Antiseptic is guaranteed not to bleach the hair or affect texture.



**THE SAFE
ANTISEPTIC**

LISTERINE



**"IT KNOCKED MY
DANDRUFF FOR A
LOOP"**

RICHARD SCHNACKENBERG, INSTRUCTOR, ROOSEVELT FIELD

"TEACHING STUDENTS TO FLY is no soft snap. It's a business like any other... and, don't fool yourself, appearances count in business. That's why I was so extra anxious to clear up a stubborn case of

dandruff I had suffered from for years. I guess I tried every dandruff remedy put out. But it was no go. I just couldn't get rid of my dandruff.



"THEN, ONE DAY a pal of mine told me about Listerine. 'Cleaned up an ugly case I had in a few short weeks,' he said, 'haven't had a trace since I've been on the Listerine treatment.' Using a mouthwash on my hair didn't seem to make much sense. But Bill was so enthusiastic I gave Listerine a try.



"AND AM I GLAD! In a short time... every trace of dandruff had disappeared. Next time I have my regulation physical checkup I am going to ask the Doc about Listerine Antiseptic... why it cleared up dandruff so fast."



HERE'S WHY, MEN: Scientists, after years of study, have only recently discovered the tiny dandruff germ—*Pityrosporum ovale*. Once they knew the germ, they made real headway. First, rabbits were infected... then cured by killing the germ with Listerine Antiseptic. Finally, the same Listerine Antiseptic Treatment was tried out on humans.



RESULTS WERE SENSATIONAL. In one test, for example, 76% of a group who used the Listerine Antiseptic Treatment twice a day, showed complete disappearance of, or marked improvement in, the symptoms within 30 days! And after all, what could be more logical? Dandruff is a germ disease. Use an antiseptic—a germicide—to clear it up.

**HERE'S WHY
WE CAN AFFORD TO OFFER YOU
20 FREE SHAVES**



**Clip this coupon
20
SHAVES FREE**

Lambert Pharmacal Co., Dept. 30, St. Louis, Mo. Please send me free and post-paid your large sample tube of
☐ Listerine Shaving Cream; ☐ Listerine Brushless Cream.
(Check whichever is desired.)

Name _____
Address _____
City _____ State _____

NO IDLE DREAMER, THIS BRIDE!



This lovely bride was married in June ... on \$35 a week.

Like all brides, she dreamed of sterling silver. But instead of saying, "We can't afford it!" she said ... "I'll find out!"

Wise girl. She went straight to her favorite jeweler's. And the news she heard astonished her.

She found she could buy a complete service in famous International Sterling ... made by International Silver Company ... on practically pocket money.

Through International Sterling's "Lay Away" plan, she could make payments when and as convenient ... sometimes

only a dollar or two. The jeweler reserved her pattern ... let her accumulate a sizeable sterling service at her leisure.

And now that she owns sterling, she finds that it represents the most pleasurable, most richly satisfying investment she ever made ... an investment that pays her more gratifying rewards than anything else she possesses!

There are other plans just as practical and easy. So don't dream. Ask!

Your jeweler can show you beautiful International Sterling patterns, including the new *Prelude* (shown below) everyone is talking about. See them.

INTERNATIONAL STERLING

Easier than you thought to buy—More thrilling than you dreamed to own!



Prelude. A charming new rose pattern of great distinction.



Enchantress. Pure loveliness of line, delicately ornamented.



Fontaine. Handsomely carved, inspired by the French school of design.



Courtship. Much loved by recent brides. Graceful and feminine.

LETTERS TO THE EDITORS

(continued)

amount spent by the same-sized family on relief, the source and reliability of the data presented and the accuracy of the committee's computation were discussed and checked by the entire group of children. The mistake in addition was discovered and corrected by the group during the discussion and

OUR CITY-SURVEY



WRONG ARITHMETIC

immediately following the departure of LIFE's photographers. This is a good example of how arithmetic can be taught functionally as an aspect of the social studies. Such incidents furnish a better opportunity to emphasize accuracy than mere red-penciling of arithmetic papers."—ED.

Regressive Arithmetic

Sirs:

In your article on the Futurama you say: "The Yosemite Valley takes its high-speed roads up 4,000 ft. in 14 miles without a grade of more than 4% at any point." The average grade on such a road would be 5.4%. However, you may be using the 1960 method of figuring.

ALFRED LURIE

Pasadena, Calif.

● LIFE wishes it had as good an answer for its bad arithmetic as Superintendent Study (see above). Less suspicious than the Springfield students, LIFE accepted the figure from General Motors, failed to check it.—ED.

Publish It in Book Form?

Sirs:

I wonder whether or not you fellows have given any thought to putting this issue out bound in board covers.

J. W. McGUIRE

Boston, Mass.

● LIFE would be glad to hear from other readers who would be interested in the June 5 issue published as a book, at a price of not over 50¢.—ED.

First Draft for Future

Sirs:

May I congratulate you on what I consider the finest piece of pictorial journalism I have ever been privileged to see and read.

I consider this issue of LIFE the first rough draft made of the building of the America of Tomorrow. I earnestly believe your issue is the push needed to start the wheels of progress turning at full speed. My thanks to Mr. Lippmann for writing and to LIFE for printing *The American Destiny*. Even though I have been out of high school since last June and am still unemployed I was heartened and inspired by this article and by the whole fine issue.

JOSEPH BINNS

New York, N. Y.

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

HERE'S A SPECIAL SHAVE CREAM

**It's Not a SOAP... Not Greasy
Needs No Brush... Leaves
Your Skin Soft and Smooth**

Daily shaving leaves many men's faces raw and sensitive. Yet, because of his business and social status, one out of every 7 men is required to shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Try Glider at Our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-29, Glastonbury, Conn. Offer good in U.S.A. and Canada.

Why I Chose the Rolleiflex

by

Victor de Palma

Act Free-Lance Photographer and a Frequent Contributor to

LIFE

His classic human interest and odd-angle shots have been featured in LIFE often, as full pages, in double spreads and on the cover. De Palma is one of the most able young cameramen of his time. Read what he says about the camera he works with every day:



"THE Rolleiflex in my opinion is the best all 'round camera for the amateur or professional. All adjustments are made so easily and quickly that one can concentrate on focusing and composing the picture on the ground glass, instead of fussing with gadgets. It makes twelve pictures in the practical 2 1/4 x 2 1/4" size on standard 120 or B2 roll film. And its fast film transport permits the taking of sequence shots in rapid succession."



The Automatic Rolleiflex, with Zeiss Tessar f/3.5 lens in Compur Rapid delayed-action shutter (speeds to 1/500) \$152.50 complete with case. 4 x 4 cm. Rolleiflex, Zeiss Tessar f/2.8 lens, Compur Rapid shutter, complete with case. \$125.00 Rolleiflex II, Zeiss Triotar f/3.5 lens in Compur Shutter. \$77.50 Rolleiflex Ia, Zeiss Triotar f/4.5 lens in Compur Shutter. \$57.50 Ask your dealer to show you these Rollei cameras, or write Dept. LG

BURLEIGH BROOKS
INCORPORATED
127 WEST 42ND STREET — NEW YORK



WE WIN A BET FROM UNCLE BILL!

He won't believe that
our Servel freezes with
NO MOVING PARTS
so we put on a show for him



1 "I CAN'T HEAR A THING," SAYS HE when we tell him to listen to our Servel. "Is it *always* quiet like this?" "Always!" we assure him. "Well, I'll be doggoned," mutters Uncle Bill, "how can it work if there isn't any machinery?"



2 "SEE, UNCLE BILL, THIS TINY GAS FLAME does all the work," we explain. "There's nothing in the freezing system to cause noise; nothing moving around in there to wear, either. Heat from the tiny flame circulates the refrigerant that makes cold and ice—constantly."

3 "RUNS FOR JUST A FEW CENTS A DAY . . . year in and year out! Look at our gas bills! Only a refrigerator *without* moving, wearing parts could keep right on running for so little!" "You win," grins Uncle Bill. "Guess I'll know better than to bet *again* that all refrigerators are alike!"



4 THERE ARE LOTS OF PEOPLE LIKE UNCLE BILL! They won't believe there's any difference in refrigerators—*until* they meet Servel!

But Servel convinces them—as we believe it will also convince you. You'll find *this* modern refrigerator is *permanently* silent—and saves *more* for *more* years—because its freezing system hasn't a single moving part!

See the new models this week—at your gas company or neighborhood dealer's showrooms. Get *all* the facts. And remember, your own gas company offers prompt service facilities for every Servel Electrolux it installs.

MORE PEOPLE EVERY YEAR ARE REPLACING OTHER REFRIGERATORS
... with the refrigerator you hear about but never hear!



"No one could have sold us anything but a Servel Electrolux this time! We had experience with another refrigerator so knew what it would mean to have one that never made noise!"—Mrs. Fred Mulvey, 6339—31st St., N.W., Washington, D.C.



"Before we bought our Servel, we had another type refrigerator. We're thankful for the silence and low cost of our gas refrigerator. We wouldn't have any other now."—Mrs. C. R. Kellam, 3711—42nd Ave., S. W., Seattle, Wash.



**For Suburban and Rural Homes, Models Run On
BOTTLED GAS, TANK GAS
OR KEROSENE**

Write for details to Servel, Inc., Evansville, Ind.

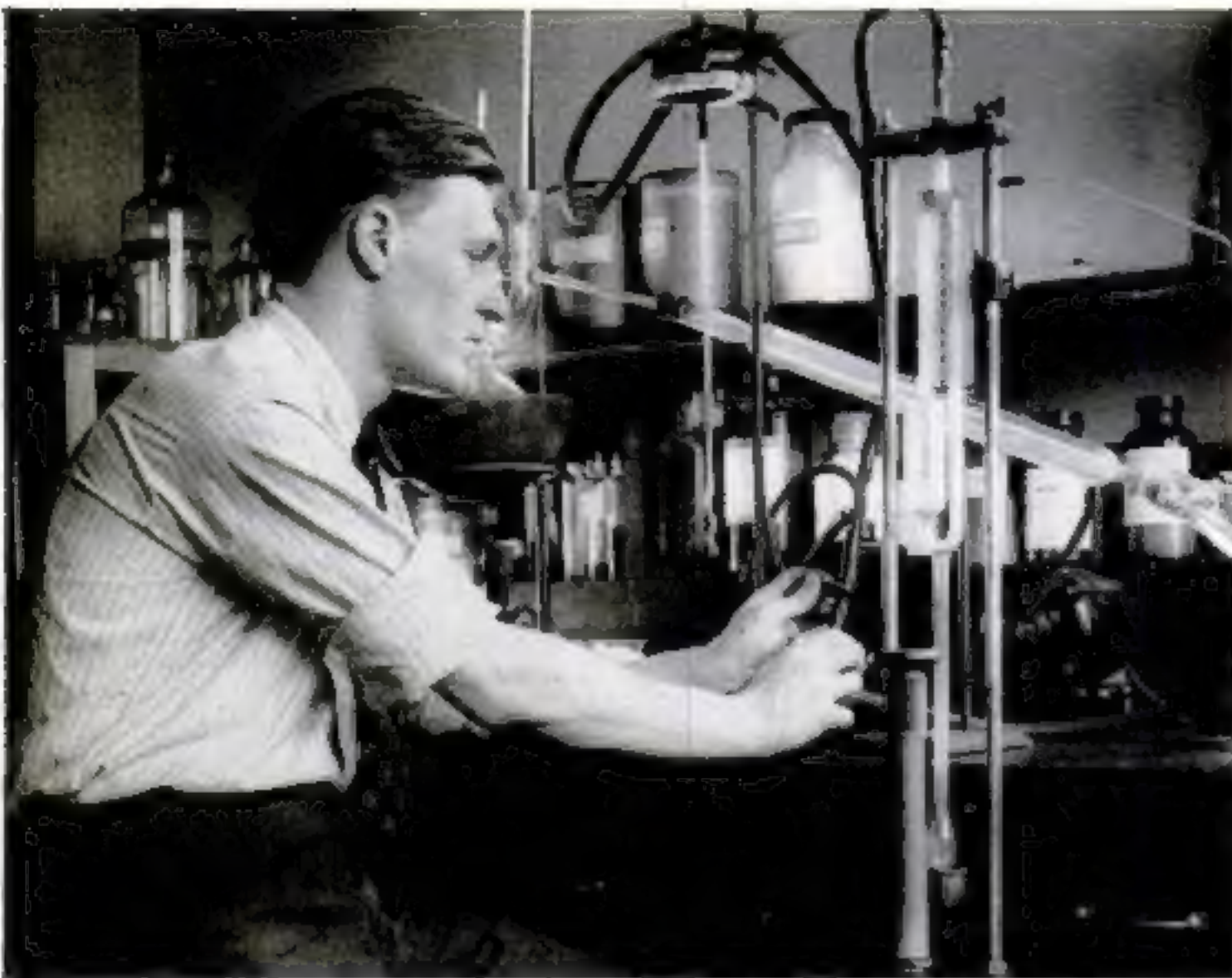
SEE SERVEL'S "MAGIC CAVES OF ICE" AT NEW YORK WORLD'S FAIR—SEE SERVEL AT THE GAS INDUSTRY EXHIBIT AT THE GOLDEN GATE INTERNATIONAL EXPOSITION

SPEAKING OF

... THIS IS WHAT BECAME

The colleges of the U. S. have just graduated 150,000 members of the class of 1939 into an immediate economic future that is the brightest in a long while. Seven years have now passed since the same colleges graduated the class of 1932 into the deepest trough of Depression. That year Knox College, at Galesburg, Ill., famed as "Old Siwash," the typical small, inland college, turned 69 men and 56 women upon a world which did not want them. To these, as a fair sample of the class of '32, LIFE last month sent questionnaires, asking them to report on their present status. Eighty-two, a good 65%, replied.

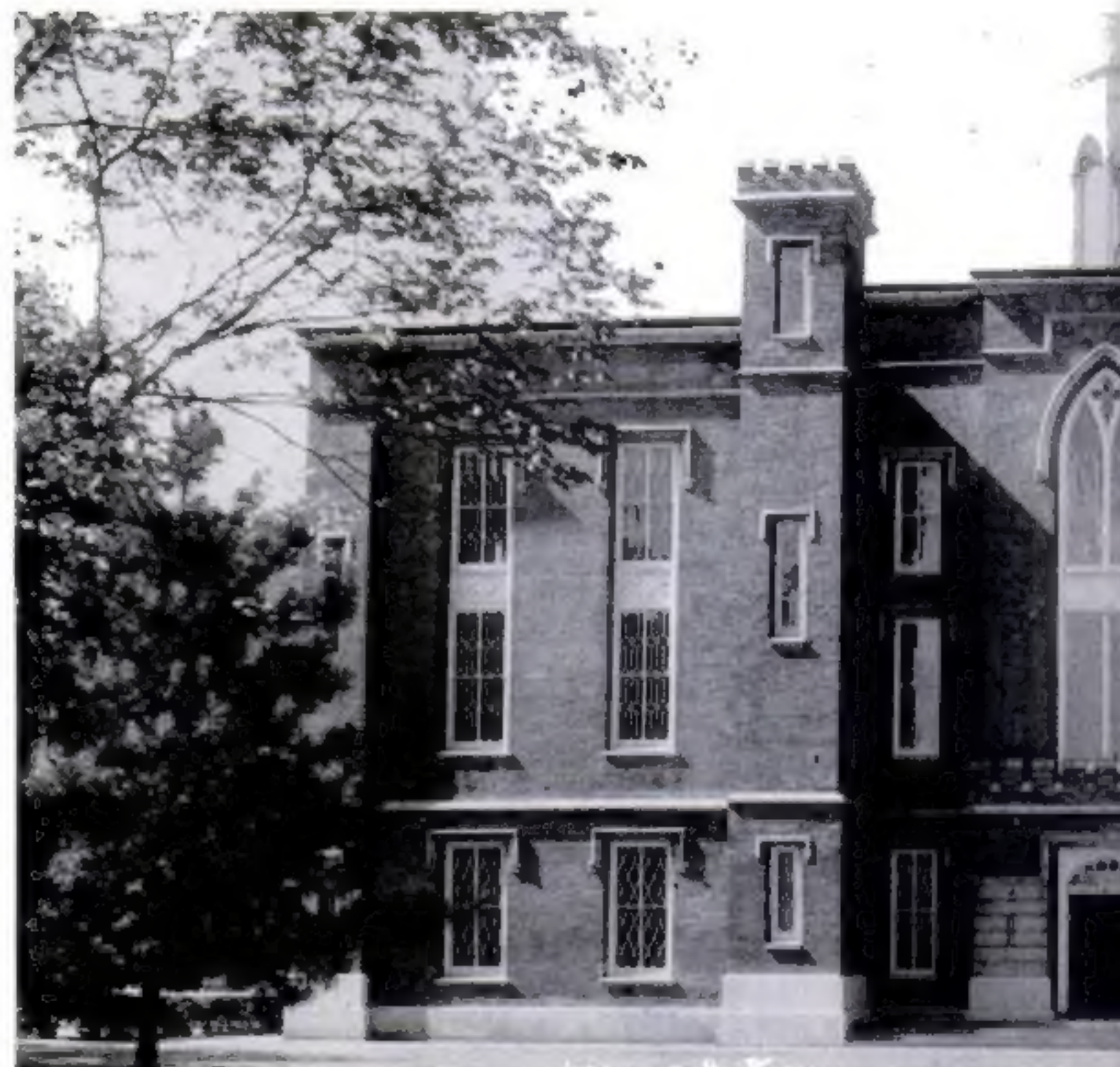
With the Depression already under way, most of Knox of '32 had to earn their college expenses. They planned their futures carefully, a third electing the professions. Today all those replying to the questionnaire are employed and half are doing what they planned to do. For the first two years many of them took



Research Chemist Robert D. Herlocker took a year of graduate study at the University of Illinois and went to work at \$22 a week in the research department of the Sinclair Refining Co., Hammond, Ind. His experiments in lubricating oil have raised salary substantially. A camera hobbyist, he experiments in his spare time with the chemistry of photography.



Housewife Mildred Hofflund Bowles of Galesburg, Ill., finds spare time in the midst of her housework, which she considers a "labor of love," to pursue her first love, playwriting. She worked as a newspaper reporter for three years after graduation, until she was married in 1936. Her literary efforts were rewarded last year when an editor bought one of her plays.



"OLD MAIN" AT KNOX COLLEGE WAS THE SCENE OF ONE OF THE LINCOLN-DOUGLAS



Research Physiologist J. S. Gray, B.S., M.S., Ph.D., with an M.D. in the offing, will have more degrees than any of his Knox classmates. On the teaching and research staff of Northwestern University Medical School, he is greatly devoted to his work.



Teacher Harriette Boucher started in a year after graduation at \$16.50 a week, is now getting more than twice that. She did housework to pay all Knox expenses. Now teaching elementary classes in Galesburg, she hopes to get an M.A. and teach history.



Y.M.C.A. Secretary Everett S. Hopper planned a teaching career and took Master's degree, but two years in private school paid very little. He likes present job in Colorado Springs Y.M.C.A. where he directs young men's program.

PICTURES...

OF THE CLASS OF 1932

refuge in part-time jobs and WPA. But, once settled in good jobs, they have stuck, and pushed their salaries from an average \$25 to \$40 a week. The 13 salaries of \$50 or more a week are about equally divided between business and the professions; the top salary, \$90 a week, is a businessman's.

They are by now comfortably settled, for the most part in the cities of their own Midwest. They have waited long to marry and only 49 have married to date. They have waited longer for their 24 babies and none has more than two. In religion and politics, they follow the conservative pattern of their region. The few who wandered over to the New Deal in 1936 have mostly since returned. Culturally they took little away from college, the only steady reading is that of teachers, lawyers and scientists. But they are unanimous in crediting their education as the chief source of their economic and social wellbeing.



DEBATES IN 1865 WHICH BROUGHT LINCOLN TO NATIONAL PROMINENCE



Theater Owner Weldon Allen is one of the few members of Knox '32 conducting his own business enterprise. His partnership with his father in their Galesburg movie house brings him an average income of \$40 a week. At Knox he wanted to become a research chemist, but had to go to work as a laborer in a factory. He now plans to stick to his present business.



Pediatrician Arthur W. Woods, on the staff of Birmingham, Ala., hospital, is only one not satisfied with Knox education. He has spent six years in medical school since Knox, two in postgraduate work. Since he wants another year of postgraduate study in his specialty, he regrets the four years of nonmedical education required for entry into medical school.



Plant Manager Edward Sturtevant runs the Swift & Co. ice-cream concern at Louisville, Ky. He got his first job with Swift & Co. and has stayed ever since. His chief interest outside his work is progress of his 2-year-old son.



Librarian Helen Norris went from Knox to the University of Illinois for a graduate degree in library science. She worked three years, two years as a supervisor, on WPA library projects before she secured her present position in Rockford, Ill.



Clergyman Paul W. Bloomquist, pastor of a Chicago Methodist Church, is one of the two ministers in class. He worked his way through Knox with grocery and Y M C A. jobs, through divinity school as part-time pastor. He is continuing theological studies.

**LET'S CALL THE
WHOLE THING OFF!**



OH NO WE WON'T,
JULIE! WHY
SHOULD WE?
YOU LOVE ME,
DON'T
YOU?



YES, I LOVE YOU
-- BUT PHIL,
I JUST CAN'T
MARRY A MAN
WHO--WELL--
WHO OUGHT TO
SEE HIS DENTIST
ABOUT
HIS
BREATH!

TESTS SHOW THAT MUCH BAD BREATH
COMES FROM DECAYING FOOD
PARTICLES AND STAGNANT SALIVA
AROUND TEETH THAT AREN'T
CLEANED PROPERLY. I RECOMMEND
COLGATE DENTAL CREAM. ITS SPECIAL
PENETRATING FOAM REMOVES THESE
ODOR-BREEDING DEPOSITS.
AND THAT'S WHY...



**COLGATE'S COMBATS BAD BREATH
... MAKES TEETH SPARKLE!**



"Colgate's special *penetrating* foam gets into the hidden crevices between your teeth . . . helps your toothbrush clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkling! Always use Colgate Dental Cream--regularly and frequently. No other dentifrice is exactly like it."

LATER--THANKS TO COLGATE'S...

GLAD YOU *DIDN'T*
CALL IT OFF,
JULIE?

SILLY! WHAT A
QUESTION TO
ASK A HAPPY
BRIDE, PHIL!



**NO
BAD BREATH
BEHIND
HIS SPARKLING
SMILE!**

**BAD BREATH KEEPS
ROMANCE AWAY--
PLAY SAFE! USE COLGATE'S
TWICE A DAY!**



LARGE
SIZE 20¢
GIANT
SIZE 35¢
OVER TWICE
AS MUCH



SPEAKING OF PICTURES

(continued)



Airline Executive W. R. Beattie got his first job at \$32.50 a week at the Chicago Fair. When it closed he slipped as seaman at \$12 a week. From there he climbed back steadily, through advertising, sales and publicity work for airlines, to his present job as traffic assistant to vice president of Braniff Airways, Oklahoma City.



Sales Manager G. William Menke earns near-top salary for Knox '32, directing sales for the Beacon Oil Co. in Maine. He worked his way through Knox and spent two more years at the Harvard School of Business. With his Harvard degree he got a job immediately with Standard Oil of New Jersey, Beacon's parent company.



Lawyer Gerald Sweat (right) pleads a cause for his firm, White, Miller and Sweat, in county court at Peoria, Ill. After studying law at the University of Illinois, he married in 1936 and hung out his shingle. He works hard, reads only legal books, nets about \$2,000 a year. He is a Republican and regular Methodist churchgoer.

HELP FOR CROWDED REFRIGERATORS!



Do party days and week-ends see your refrigerator crowding and spilling its contents? Are you in a dither what to do about those clumsy beverage bottles that eat up food storage space? Are you in a quandary about ice cubes and cracked ice when the party calls for "more and more"?

Your worries will fade away the day you treat your home to one of the grand new Ice Chests! Smart, modern Chests that give grade-A relief to crowded refrigerators—give you all the Ice you want when you want it!



These handy, dandy accessories to bright entertaining and clever home-keeping cost little—hold a lot! Keep all the sparkling, taste-free cubes and cracked ice you want—provide a haven for chilling bottled beverages, storing the refrigerator's overflow!

Prices range from \$8.50 to \$31.00 f.o.b. factory. Call your local Ice Company or write National Association of Ice Industries, 228 N. La Salle Street, Chicago, for free illustrated folder.

Ice is one of the finest products that enters your home. It contains no chemicals and is even purer than the water you drink.

Be sure to visit the Ice Industries' Exhibits at the New York and San Francisco World's Fairs

LIFE'S PICTURES

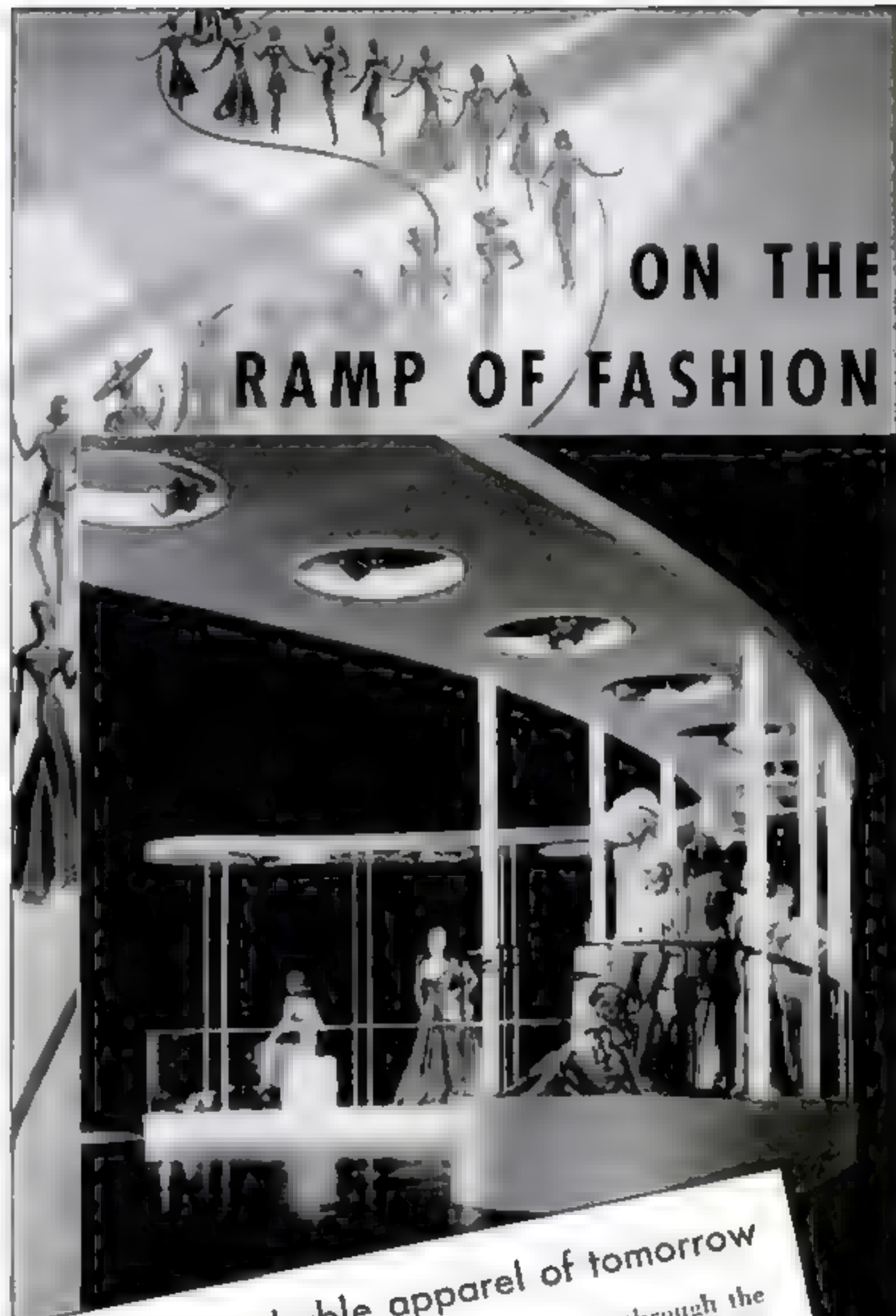


George Karger, who photographed the flamingos in Miami (LIFE, June 19), flew across to the Bahamas to cover the tuna-fishing tournament (pp. 70-73). Used to working with flash-bulbs in darkened theaters, where he has taken some of LIFE's best stage shots, Karger found the brilliant sunlight of the Bahamas the most exciting part of photography there. The picture above was taken on one of the landing piers at Cat Cay by a boatman. Informal and likable, Karger has a bachelor studio in New York City. He uses a Rolleiflex and a Contax, took most of the Cat Cay shots with the Rolleiflex.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—WALT SANDERS from U. S.
- 8—HAROLD WORTH AND OTTO HALL
- 9—H. HODIN PHOTO—CHARLES KINDEL
- 10—CHARLES KINDEL, COURTESY KNOX PAPER CO.
- 11—BIRMINGHAM NEWS-HERALD
- 12—HOFFMAN, CHARLES KINDEL, FRED M. BAKER, HAROLD BROADBENT, LYNN BROWN, ROCKFORD ILL. BERNARD HOFFMAN
- 13—GEORGE CARTER—GARDNER ROBERTS
- 14—CHARLES KINDEL
- 15—VIN
- 16—DAVID E. SCHERMAN—A. P.
- 17—DAVID E. SCHERMAN
- 18, 19—A. P. for drawings by MICHAEL PHILLIPS
- 20—INT. PAUL DORSEY, A. P., COURTESY N. A. HAROLD THIRRELL, INT. A. P. W. W.
- 21—A. P.
- 22—A. P. RALPH JONES—ATLANTA JOURNAL—A. P.
- 23—INT. A. P. A. P. INT.
- 24, 25—DEVER from U. S. W. W. INT. W. W. DEVER from U. S. A—INT. 12 DEVER from U. S.
- 26, 27, 28—MONTAGNE STEINHEIMER
- 29—KARL KNACH—EKO—MICHAEL-PIN
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- 35—COURTESY ESQUIRE
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- 66—HILBERT BROADBENT—CULVER—COURTESY P. LINDLARD, D. BROWN & BULLOCK
- 67—COURTESY PHOTOPLAY MAGAZINE, PRINCIPAL FILM EXCHANGE—CULVER
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- 72, 73—KARGER-PIN, B. M. MUNROE, KARGER-PIN (5), KARGER-PIN (2), B. M. MUNROE, KARGER-PIN (2)

ABBREVIATIONS: BOT BOTTOM (EN, CENTER EN), EXCEPT AT LEFT BY RIGHT TOP, A. P. ASSOCIATED PRESS, B. M. BLACK STAR E. R., EUROPEAN INT., INTERNATIONAL M. G. M. METRO-GOLDWYN-MAYER W. W. WIDE WORLD



... the stretchable apparel of tomorrow

When you wander and wonder through the Fair's miles of new impressions, don't miss the beautiful "Lastex" Yarn Exhibit. It's on Area "17" in the Consumer Building, just across from the Trylon and Perisphere. Theme Center of the Fair. A Ramp of Fashion with life-sized mannequins by Jean Spadea, a Miniature Fashion Show with mechanized figures, show the latest applications of that famous stretch to the creations of leading designers.

You will see how "Lastex" yarn imparts stretch to all types of apparel and accessories for men, women and children in fit, comfort, control and other desirables. How it has brought in a new age of stretchable apparel—the clothing of tomorrow. In the meantime and at all times, when you choose apparel for yourself or for any member of your family group, insist upon the advantages that go with "Lastex" yarn. Write to address below for free booklet.

Lastex
REG. U. S. PAT. OFF.

THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Company

1700 Broadway New York City

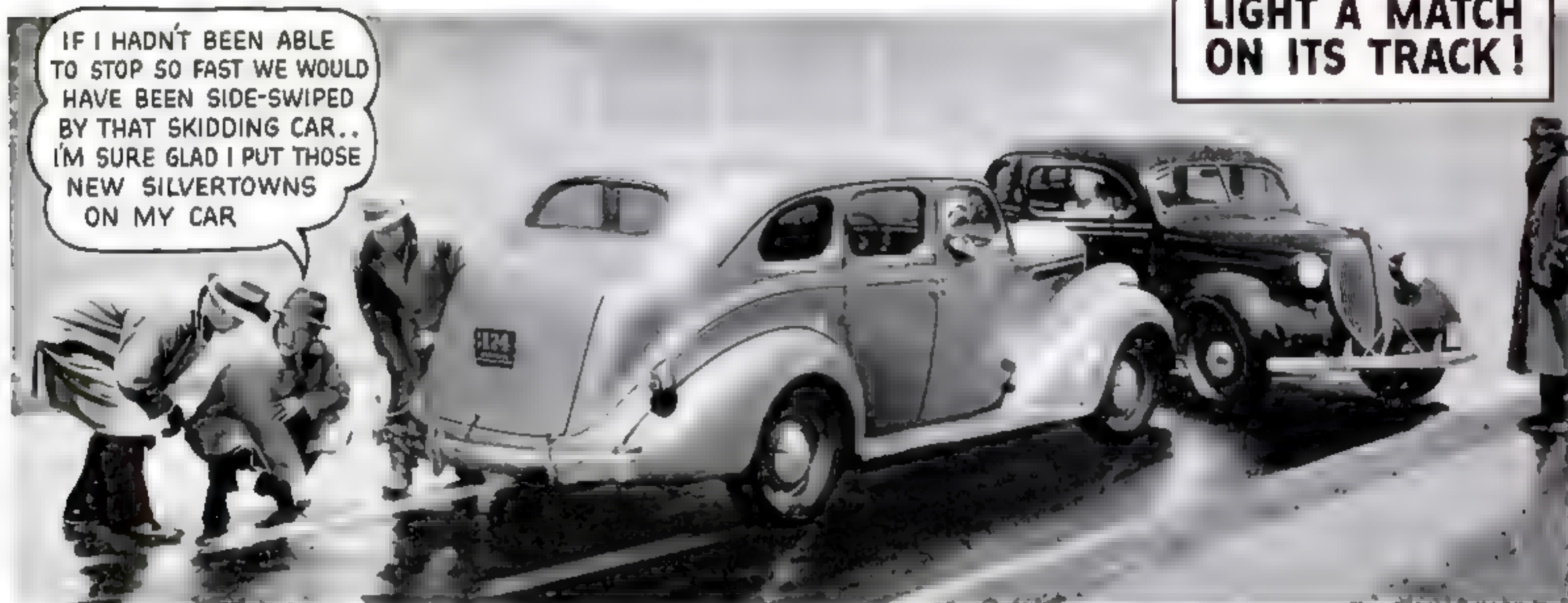


DON'T TAKE CHANCES ON **SKIDDING**

**SENSATIONAL ROAD-DRYING TIRE GIVES YOU THE
QUICKEST, STRAIGHTEST STOPS YOU'VE EVER HAD!**



*Life-Saver Tread Sweeps
Wet Roads So Dry You Can
**LIGHT A MATCH
ON ITS TRACK!***



Only Goodrich Gives You This Protection Against **BOTH** Skids and Blow-outs

● Safe motoring begins with safe tires. That's why a tire like the new Goodrich Safety Silvertown can play a mighty important part in keeping you off the accident list.

This new kind of tire gives you *double* protection—protection against dangerous skids—protection against high-speed blow-outs. The never-ending spiral bars of the Life-Saver Tread do the same job on a wet, slippery road as your windshield-wiper does to the windshield of your car. They sweep the water right and left from *under* the tire—force it out through deep drainage grooves—leave a track so dry that you can actually *light a match on it!*

It's no wonder that when you *have to* stop fast—Silvertowns will stop you *quicker, safer than you've*

ever stopped before—a fact that was proved in a series of road tests, conducted by the famous independent Pittsburgh Testing Laboratory, of the regular and premium-priced tires of America's six largest tire manufacturers.

Golden Ply Blow-Out Protection

But that's only *half* the story. This new skid-protected Silvertown also provides you with the exclusive Golden Ply protection against dangerous high-speed blow-outs. And these two great life-saving features, plus *months* of extra mileage, are yours at no extra cost! So, for safety tomorrow get Silvertowns today. See your nearest Goodrich Dealer or Goodrich Silvertown Store now.

Goodrich **SAFETY** Silvertown



SEE JIMMIE LYNCH AND HIS DEATH DODGERS IN DAREDEVIL
DEMONSTRATIONS AT GOODRICH THRILL ARENA AT NEW YORK

GOING TO THE FAIR?

DON'T MISS THE STRIKING GOODRICH EXHIBIT "WHAT'S
NEW IN THE WORLD OF RUBBER" AT SAN FRANCISCO

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LIFE'S COVER: Typical of the 1939 college girl is this Bryn Mawr student running into Rhoads Hall. She is 19 and a sophomore. She wears clothes which are comfortable, dresses casually. No one can predict her next fashion and no one can dictate her next fad. Here she is wearing a three-piece sports dress, with full, tight-waisted, polka-dot skirt, open-necked green blouse and shorts. Her flat rope shoes come from Mexico. For more pictures of the current fashions the college girl has adopted and the fads she has innovated, see page 40.

EDITOR: Henry R. Luce
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PUBLISHER: Roy E. Larsen
 Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois.
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York
SUBSCRIPTION RATES: One year in the U. S. A. U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan American Union, \$6.00; elsewhere, \$10.00. Single copies in the U. S. A. and Canada, 10¢; U. S. Territories & Possessions, 14¢; elsewhere, 25¢.

1. SO MY TIRED BUSINESS MAN IS FRESH OUT OF ZIP THIS WEEK-END! HANGS HIS CLOTHES ON A HICKORY LIMB BUT WON'T GO NEAR THE WATER! AND OH! THAT REMINDS ME —

2. YOU KNOW THE DOCTOR TOLD ME WE ALL HAVE TO HAVE VITAMINS FOR VIGOR — SUMMER AND WINTER. AND I'VE DISCOVERED A PERFECTLY DELICIOUS BREAKFAST CEREAL, CRISP AND COOL AND CRUNCHY, CALLED KELLOGG'S PEP. IT'S EXTRA RICH IN TWO OF THE IMPORTANT VITAMINS, B₁ AND D. WILL YOU TRY IT?

3. SWEETIE, IF VITAMINS CAN GIVE ME JUST A LITTLE OF YOUR VERVE AND SPARKLE, I'LL EAT YOUR GRAND KELLOGG'S PEP EVERY DAY FROM HERE ON!

IF YOU HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT COOL CRISP KELLOGG'S PEP. IT'S A SUPREMELY DELICIOUS CEREAL—CRUNCHY, GOLDEN FLAKES OF BRAN AND OTHER PARTS OF WHEAT, ENRICHED WITH VITAMINS B₁ AND D. GET PEP AT YOUR GROCER'S. EAT IT EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!

Vitamins for pep! PEP for vitamins!*

*Pep contains vitamins B₁ and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B₁, and about 1/2 the daily requirement of D.

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their bosses and their friends*

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- presidents of big corporations
- church committees which get out programs
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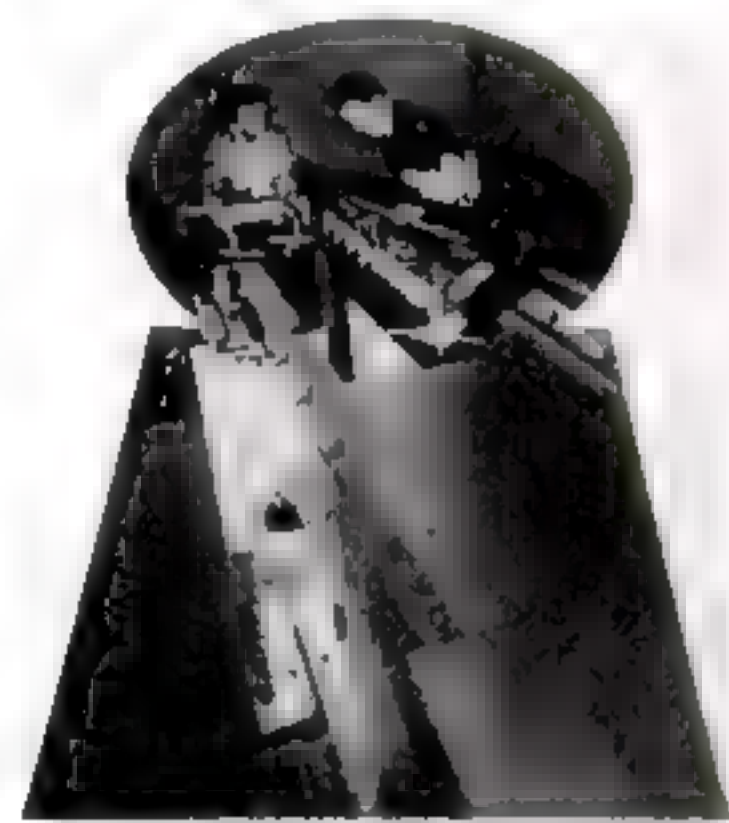
*In fact, anyone who thinks up ideas to be duplicated;
anyone who prepares those ideas for duplication; and
anyone who buys duplicating supplies.*

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another great world's fair—the
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conceived. It launched an en-
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ment or advance in this now great stencil duplicating field.*

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BACK STAGE at the Mimeograph Marionette Show. Operators pulling the strings for "Writer's Cramp," all-star, all-marionette show, with music, free to visitors at the Mimeograph exhibit.

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MIMEOGRAPH



BASEBALL, 100 YEARS OLD, TAKES A STARTLED LOOK AT THE DODGERS



Baseball's living Hall of Fame sits for a picture. Standing, left to right: Honus Wagner, Grover Cleveland Alexander, Tris Speaker, Napoleon Lajoie, George Sisler, Walter Johnson. Seated: Edna Collins, Babe Ruth, Connie Mack, Cy Young. Ty Cobb arrived too late for picture. Willie Keeler and Christy Mathewson, other members of Hall of Fame, are dead.

Baseball last week was 100 years old. On a hot afternoon in June 1839, Abner Doubleday marked out a diamond in the dust of a Cooperstown, N.Y., back lot, laid down sawdust bases, called the game he had invented "baseball."

On June 12 the little village of Cooperstown turned itself inside out with excitement, celebrating the historic event. Heroes of the day were eleven ghosts from the past. Once they were great ball players. Today, chosen by sentimental reporters, they are the living members of Baseball's Hall of Fame, and a plaque of each one of them hangs in Cooperstown's Baseball Museum. Some are old, some have paunches, bowed legs and gnarled fingers, but all remember the years when they were idols of 25,000,000 Americans. At Cooperstown they enjoyed themselves tremendously. They made speeches, marched in a parade, played in a baseball game. Then, as in their days of glory, they had their picture taken (left).

But other things were happening to baseball last week besides a birthday party. In Brooklyn, the Dodgers (original name: Trolley Dodgers and for 50 years an American joke) had a case of night fever. Led by President Larry MacPhail and Screwball Mungo (above), eccentric pitcher, the Dodgers were staging a baseball circus. On a brilliantly lighted field, jazz bands played, soldiers marched, pretty girls did tricks. A crowd of 35,000 filled the park, 20,000 more could not get in.

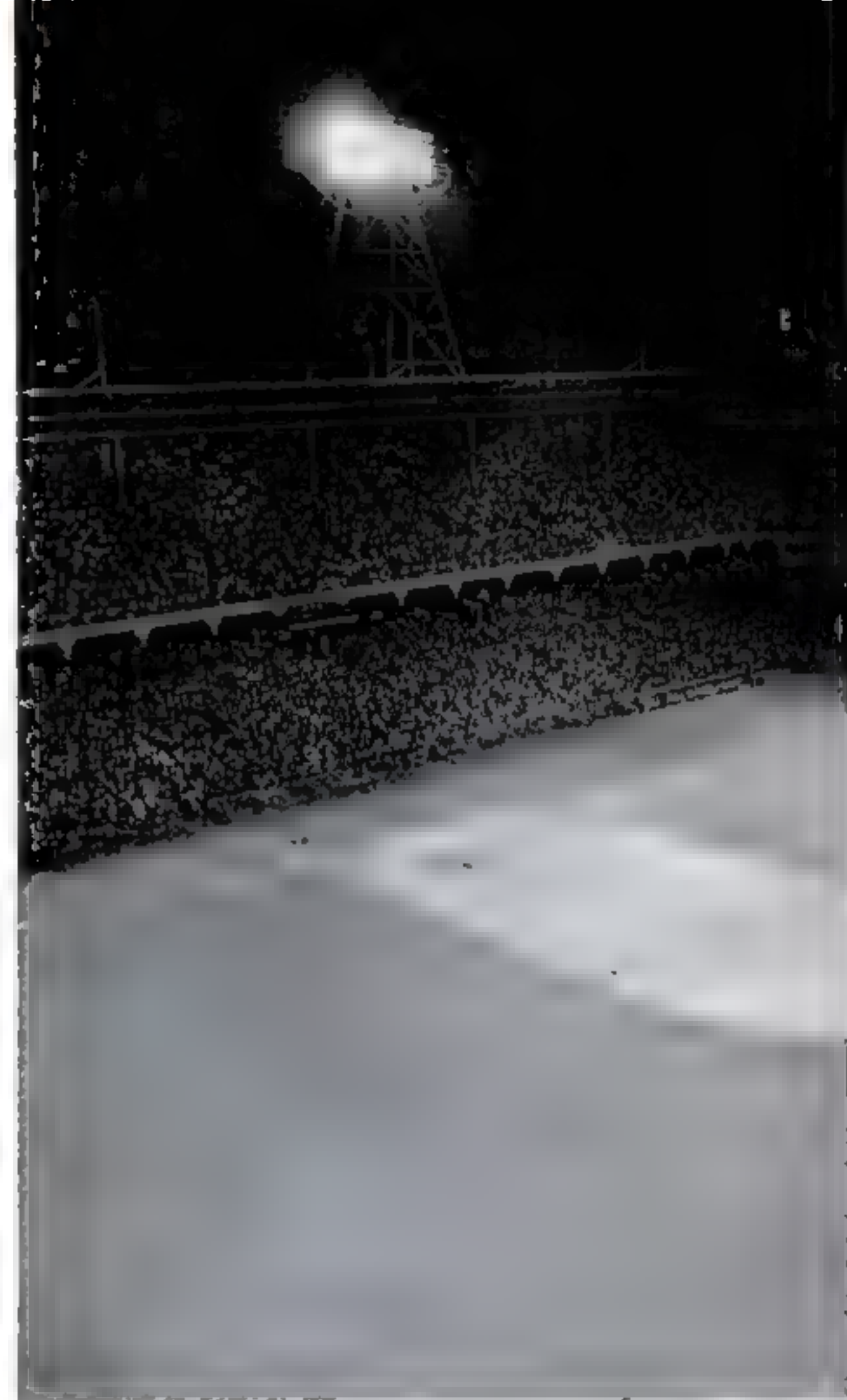
In the midst of all the excitement, the Dodgers, who haven't finished out of the National League's second division in six years, won 20 out of 30 home games, raced up to third place in the League standings. Brooklyn fans, fanatically loyal even when the team is losing, began to dream of a Dodger pennant.

At Cooperstown, the oldtimers heard about the Dodgers, night ball and the pretty girls. "Baseball has changed," they sorrowfully said.



Rudy Friml Jr.'s hot jazz band blares out *Three Little Fishies*, while the St. Louis Cardinals warm up for a

night game with Brooklyn Dodgers. Later the orchestra, slightly off key, played *The Star Spangled Banner*.



A shadowless field is provided by 800 lights, each of 1,500 watts and each directed at a different spot. The photograph above, taken from the



A Zouave-like color guard from the Brooklyn 14th Regiment parades with flags before the June 2 game. Not even the soldiers could prevent Dodger fans from rioting, swarming on the field.



"Lippy Lee" Durocher, one-time member of Cardinals' Gashouse Gang, is new Dodger manager. His jokes keep infielders Dolph Camilli (left) and Lyn Lary in spirits.



Pretty Nellie Durocher, stepdaughter of the manager, is the Dodgers' No. 1 fan. The team thinks she brings luck, insists she sit in same seat behind dugout at every game.



top of the centerfield stands, shows the June 2 game with the Chicago Cubs. It lasted 14 innings, until 12:45 a.m. The Dodgers won, 3-2.



Pulling on her boots after a specialty tumbling act in front of Dodger dugout is Gilda Glasscock, of a team of

San Antonio high school lasso girls. The lassoes, 250 strong, paraded up & down field with their own band.



As Cubs rally, a Brooklyn ball-park cop is nervous, fidgety. Rooter in sweater at right is a Chicago fan, who cheers lustily as Cub Fielder Gleeson bunts toward third.



With a bellow, the Brooklyn cop leaps to his feet, as Dodgers snuff out Cub rally with a great triple play. Chicago fan is confused, doesn't know what has happened.



A defiant Brooklyn bird wends its way from the Dodger centerfield bleachers to the harassed ears of the Cubs. Brooklyn rooters are by all odds the most unpolite of all baseball fans in the U.S.

(continued)

REDS AND YANKEES SEEM UNBEATABLE AS BASEBALL MARKS END OF AN ERA

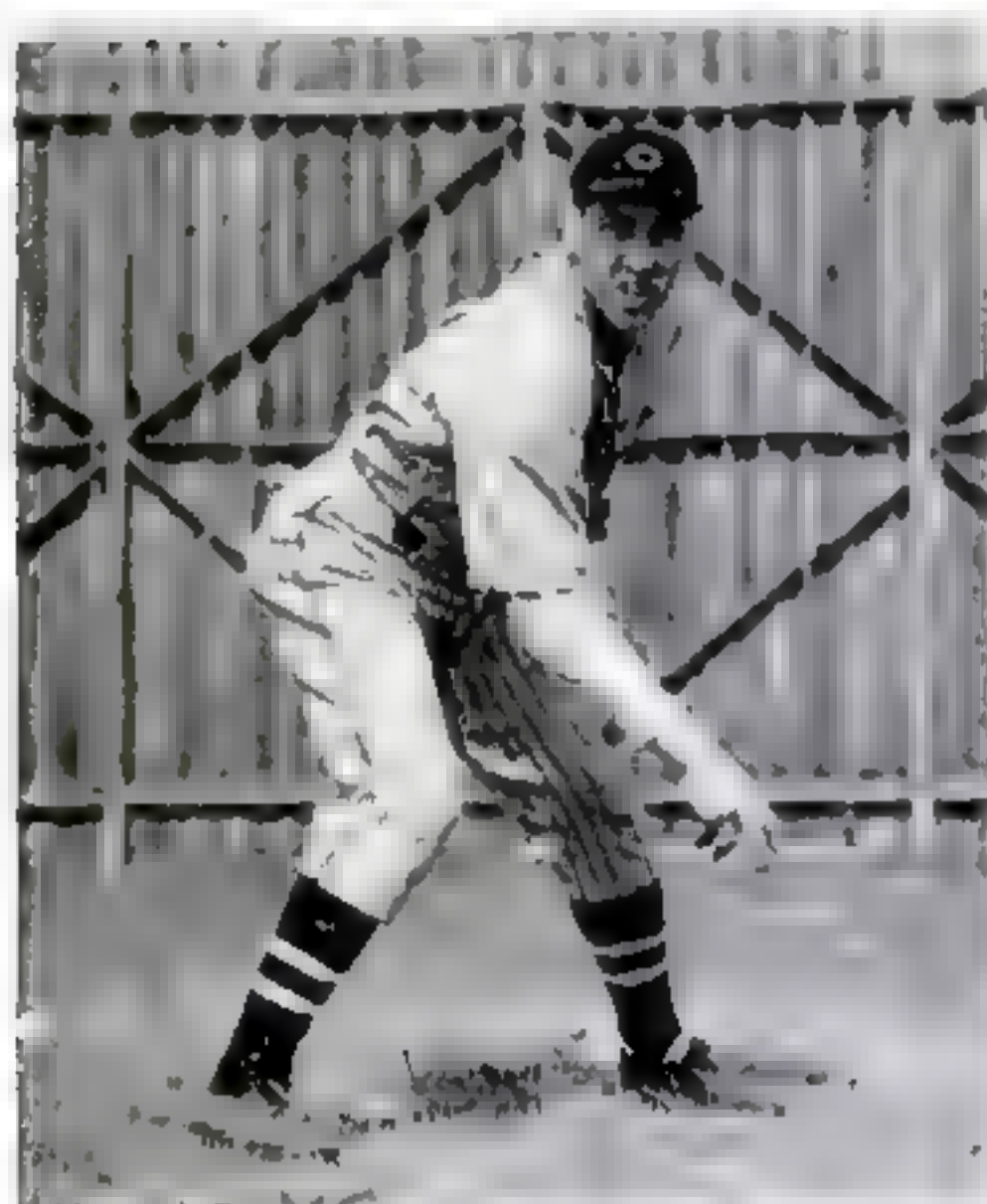
While the merry Dodgers (alias the Flatbush Follies) staged midnight revels in Brooklyn, the rest of the clubs eyed the approach of July 4. Tradition says that the team in the lead that day will go on to take the pennant. But experts last week needed no such superstition to pick the winners. The rambunctious young Cincinnati Reds, with good pitching and plenty of home runs, were six games out front in the National League, and the champion New York Yankees, baseball's greatest team, featuring Joe DiMaggio, the game's greatest player, had a 10½-game lead in the American League. Both clubs looked unbeatable.

The first half of the 1939 season was notable for a series of personal disasters which marked the end of an era. The great Carl Hubbell, who brought three pennants and fame to eleven Giant teams, was shelled four times from the box. His career seemed over. Lou Gehrig, iron man with the Yankees for 15 years, retired to the bench. Going were Dizzy Dean, Pepper Martin, Chuck Klein, Paul Waner, Lefty Grove. Gone were Tony Lazzeri and many other great figures of baseball's 1930's.

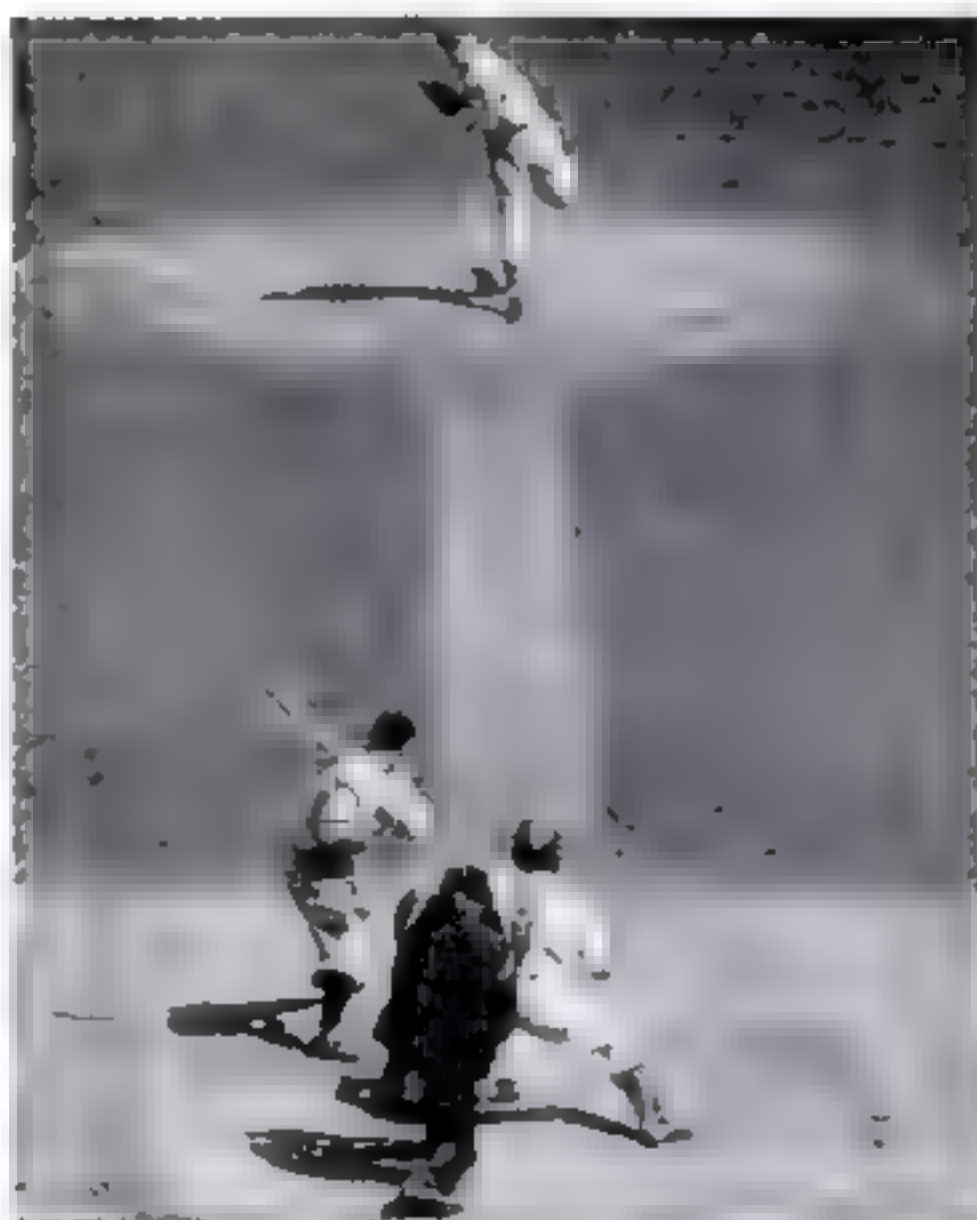
But the early 1939 season brought excitement as well as misfortune. Some of the highspots are shown here in pictures and diagrams.



Joe DiMaggio bends over prostrate Rollie Hemsley, catcher of the Cleveland Indians, June 14 at the Yankee Stadium. DiMaggio, at bat, swung all the way around, cracked Hemsley on the head, dazing him. Although out for 35 games with a bad foot, DiMaggio, even better than he was last year, was hitting a miraculous .409. He has hit in 15 straight games.



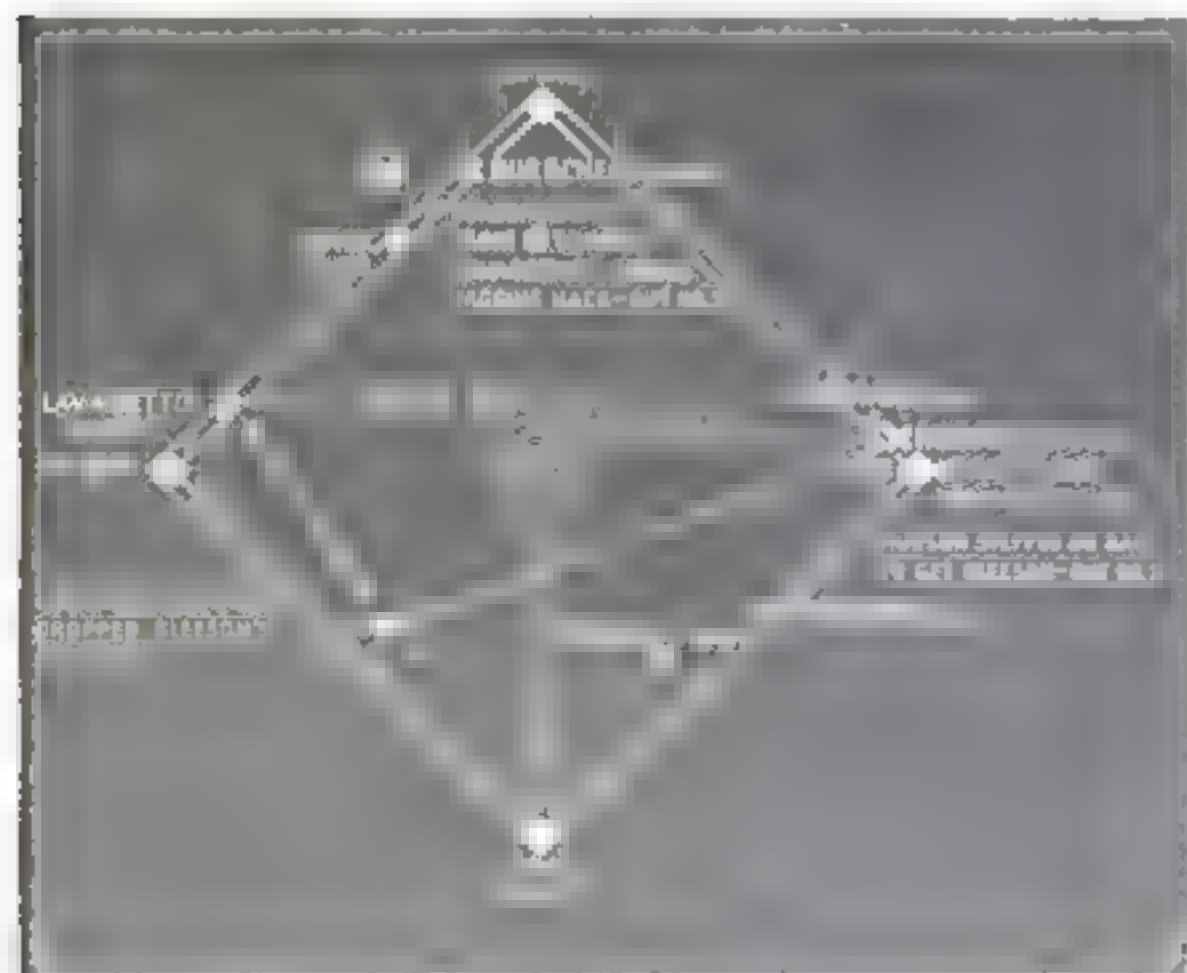
Young Bob Feller of Cleveland is well on his way toward becoming a great pitcher. Wild his first three seasons, he is steadier this year. He leads the American League in pitching, with ten games won. He has struck out 88 batters.



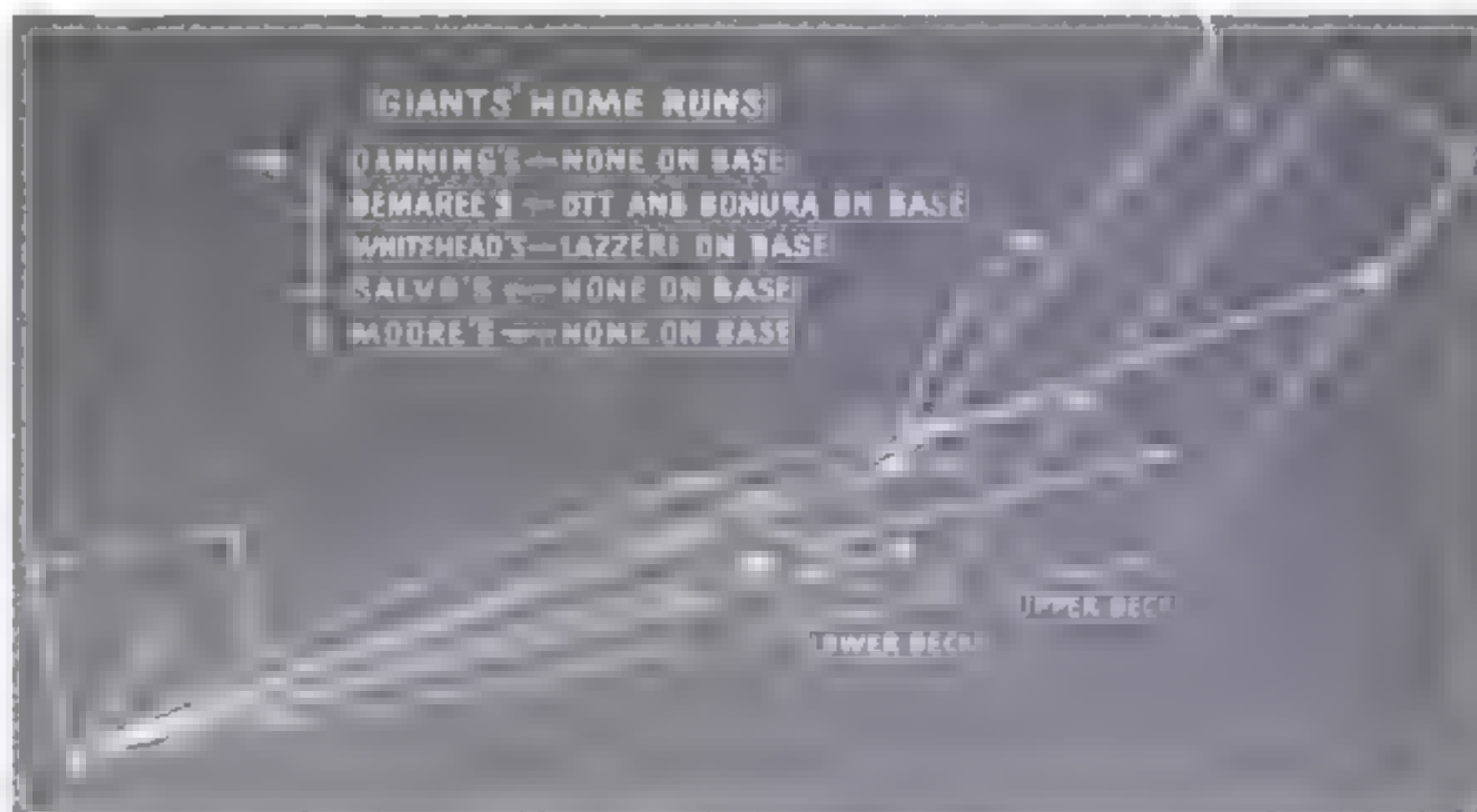
"Longpants" Carl Hubbell is nearing the end of the trail. Here he is beating Philadelphia Phillies, 2-1, for his only win of the year. He lost his speed when his arm was operated on last fall. On June 12 he went on the inactive list.



Zuke Bonura of the Giants slides home between the legs of Catcher Lopes of Boston. Clumsy in the field, Bonura is walloping the ball for .342 average, was chiefly responsible last week for the Giants' nine-game winning streak.



Play of the year was the Dodgers' triple against Chicago Cubs. With Cubs on first and second, Lavagetto dropped Gleason's fly bunt, threw to Hudson at first. Hudson tagged Herman, then stepped on bag to get Gleason. Then he threw to Lavagetto who, with Durocher, trapped Hack.



Home-run spree of the year occurred June 8 when the Giants hammered out five in one inning against the Cincinnati Reds. This broke a record of four set in 1894 by Pittsburgh. With two out in the fourth,

Catcher Danning hit a homer. Then Ott walked and Bonura singled, but Demaree hit another home run. Next there was a walk to Tony Lazzeri, and three homers in a row by Whitehead, Salvo and Moore.



THE WAGNERS PLAY THE COLLINSES

"Choosing up sides" at Cooperstown are hawk-nosed old Honus Wagner, now a coach with Pittsburgh Pirates, and Eddie Collins, general manager of Boston Red Sox. They used this sandlot method to choose teams of big-league

stars. In third inning the Wagners pounded Johnny ("No-Hit") Vander Meer for two runs, went on to win, 4-2. Most dramatic moment of the celebration came in fifth inning when, as a pinch hitter, Babe Ruth popped to the catcher.

LIFE ON THE NEWSFRONTS OF THE WORLD

Twenty-five years after Sarajevo, Japan nurses a Chinese incident; WPA takes a cut

Twenty-five years ago this Wednesday at Sarajevo occurred the famous "incident" which started the World War. On pp. 52-53 LIFE publishes the only full photographic record of that fateful day. LIFE got this series of pictures from a former officer in the Austrian army, who bought them from the photographer. So far as LIFE knows, this pictorial document has never before been published in the U. S.

If incidents really cause wars, instead of just touching them off, last week might have been as fateful for the world as that week 25 years ago. There were full-fledged incidents at Tientsin and at Danzig. But none of the powers felt like making either of them a *casus belli*. There was plenty, too, in American news to stir memories of the War. Supreme Court Justice Owen J. Roberts, as umpire of the German-American Mixed Claims Commission, handed down a decision in the old Black Tom Case, involving German sabotage in the U. S. Black Tom was a pier-terminal in Jersey City, shipping point for Allied munitions, which blew up in 1916. The Claims Commission found Germany not guilty in 1930 but the case was reopened and on June 15 Justice Roberts reversed the verdict, on the grounds that Germany had presented fraudulent evidence. The ruling means that Germany owes \$50,000,000 in damages to U. S. claimants.

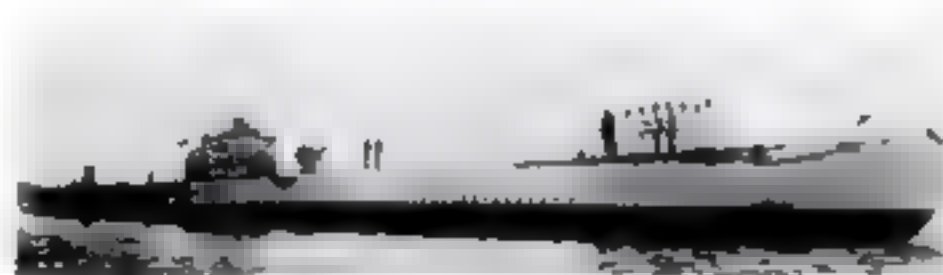
German spies are more active in the U. S. now than at any time since the War. To cope with them Attorney General Murphy last week put J. Edgar Hoover in charge of all anti-espionage and anti-sabotage activities of the Government.

1939 Incident. The Japanese Army, its hands full of China, decided last week that now was the time to try to crowd the white men out of Asia. The incident the Japanese soldiers chose for this purpose was a trivial business of four suspected Chinese assassins whom the British Concession in Tientsin declined to surrender. The British proposed a commission headed by a neutral American to arbitrate. The Japanese refused and issued a 48-hour ultimatum. The British ignored it. At 6 a.m. on June 14, the Japanese Army blockaded 4,045 British citizens in the British Concession of Tientsin. Defenders were 750 British soldiers and 1,500 Frenchmen in the next-door French Concession. Japan promptly extended the blockade to the International Concession of Kiangsu at Amoy. The British Ambassador to China was threatened with assassination. The British Ambassador to Japan passed on stern talk, nothing else, to the Japanese Government. For a few hours British and Japanese bayonets touchily faced each other across the barricades at Tientsin. But Britain was hard put to it to think of anything it could do that was not riskier than it was worth. At week's end the Japanese War Minister Itagaki broadened the Japanese push to the far richer International Concession at Shanghai, where puppet Chinese police tried to seize a Concession police station, were repulsed by British police and troops. So determined was the Japanese drive on white men last week that outsiders deduced it was, perhaps, inspired by the Rome-Berlin axis, to frighten Russia out of signing a British alliance that might mean war right away, a war fought by Russians for British chestnuts.



ITAGAKI

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LOST FRENCH SUBMARINE "PHENIX"

Submarine Disasters. In the last four weeks the three democratic powers have lost three crack submarines. America lost the *Squalus*, Britain the *Thetis* and last week France abandoned hope for the 71 men on the *Phenix*. Presumably it lay submerged off French Indo-China 300 ft. beneath Cam-Ranh Bay. Italy and Germany have reported no U-boat disasters since 1936, although Italy's is the second biggest modern sub fleet in the world and Germany's is nowing out France's for third place.

Silk Underwear. Last week 220 luxury-loving convicts staged a stay-in strike at a Kansas state penitentiary coal mine for the privilege of wearing silk underwear. They held the mine superintendent and twelve guards as hostages. After four hours Warden Milton F. Armine broke the strike without violence. He refused to rescind his previous order that the prison commissary stop selling silk underwear, but he granted permission to the 100-odd convicts possessing silk underthings to wear them out. Not so long ago, at nearly Leavenworth, Federal prisoners had demonstrated because daylight-saving time forced Amos 'n' Andy to go on the radio after they had gone to bed.



ARMINE

WPA Curbed. In Washington on June 16, members of the House argued for 14 hours in the longest session of the year, finally passed (373 to 21) the 1940 Relief Bill drastically restricting activities of the Works Progress Administration. The \$1,735,000,000 measure that went to the Senate rang the death knell of the Federal Theater Project, curbed Writers, Music and Art projects, and limited WPA construction expenditures to \$50,000 for Federal buildings and \$40,000 for others. To discourage "relief as a career" it provided that all who had held WPA jobs for 18 months or more should be stricken from the rolls for a period of 60 days. Moreover it substituted a three-man bipartisan board for the current solo administration of Colonel F. C. ("Pinky") Harrington. Only major compromise forced by New Dealers was hoisting of the National Youth Administration's appropriation from \$81,000,000 to \$100,000,000. The President had asked \$123,000,000.



CARTER, DONALDSON, SCHURMAN

Showgirl Lobbyists. The technique of lobbying was superbly outlined in a New York courtroom last week at the trial of William P. Buckner Jr. and four co-defendants on charges of mail fraud and conspiracy to manipulate the price of Philippine Railway Company bonds. To win legislative redemption of defaulted bonds Buckner allegedly gave elaborate drinking parties for Congressmen, maintained handsome suites in New York and Washington hotels, and shuttled pretty girls back & forth to the capital by plane. Several of the girls in question appeared in court and told how they had co-operated. Noel Carter, showgirl, first in the beauty parade, declared the plane ride to Washington had made her ill, that she spent the night alone in a hotel. Doris ("Peewee") Donaldson, another showgirl, described several Washington drinking parties, said she had never met a Congressman. But Mrs. Betsy Brady Schurman, New York socialite, said she had been present at a party attended by Senator Walsh of Massachusetts and Representative Lanzetta of New York, and had gone to bed at 10:30 p.m. because she was "tired" and "bored." Buckner declared he had been bored too, but, said he, "You have to have parties to see Senators."

Death of E. S. Martin. Edward Sanford Martin died last week, aged 83. He was the co-founder and first editor of the old *Life*, the humorous weekly. For more than four decades E. S. Martin wrote *Life's* famous editorial page. His good-natured humor, his terse but trenchant comments on the social and political problems of the nation, endeared him to two generations of readers. Lloyd George called him "the greatest editorial



MARTIN

writer using the English language today." When the old *Life* reached the end of its journey and died in all but name which Time Inc. bought for this magazine, E. S. Martin was the only active member of the original board. He wrote the old *Life's* valedictory, ending with a good wish for the new LIFE: "As for me, I wish it all good fortune, grace, mercy and peace and usefulness to a distracted world that does not know which way to turn nor what will happen to it next. A wonderful time for a new voice to make a noise that needs to be heard!"

PICTURE OF THE WEEK

The democratic U. S. sent to Brazil last May only its humdrum new Chief of Staff, General George C. Marshall. Italy, however, sent Brazil last month its most vital female personality, the daughter of its Duce and the wife of its Foreign Minister—Edda Mussolini Ciano. This topnotch saleswoman of Fascism is now 30 and has three children. On the opposite page she dances in Rio de Janeiro with 22-year-old Prince Jean Marie Philippe Gabriel, second son of Dom Pedro, Pretender to the throne of Brazil. His sister Isabelle is married to the Count of Paris, son of the Pretender to the throne of France. Young Jean has bled for Fascism, for he was found after last year's Integralista *Putech* in Brazil with wounds in head and abdomen. He insisted he was just trying "to join the excitement" but he was arrested.



Edda Ciano, Mussolini's favorite daughter

sells Fascism to a Prince in Brazil

KING AND QUEEN WAVE FAREWELL TO HOSTS IN STRENUOUS U.S.



On June 11, Britain's King and Queen bade goodby to the host and hostesses who had energetically entertained them for four days. That afternoon the Roosevelts and their royal guests picnicked at Hyde Park. The President drove them back to the house in his Ford. Someone observed to Elliott that the King (*below*) looked "scared of your father's driving." "Well," said Elliott, "so am I." At 11:10 p.m. the royal train left for Canada. From the rear platform King and Queen waved (*above*) to crowds who spontaneously burst into "God Save the King." "A feeling of regret," wrote Mrs. Roosevelt, "seemed to be in every individual present."



James Arnold Colescott, 12, of the Term Hoag, Ind., was elected Imperial Wizard of the Ku Klux Klan in Alton, Ill., June 10. He replaced wizard Hiram W. Evans who created a Klan chapter in Alton. Colescott pledged dedication. New Wizard pledges "action in unbridled Protestant Ku Klux Klan."



Joseph B. Henninger, Indiana G. A. R. adjutant, paraded with other Civil War veterans at Michigan City, June 14. At a beach they spun girl, sat on, to rest, saw the sight. Nonagenarian Henninger jumped to pose with pretty Lorraine Shrew, 17, on his lap. Quipped he "I've been waiting since the Battle of Gettysburg for this."

BRIDE



Marion Houghton Hepburn was married in West Hartford, Conn., June 12, to Harvard-man Ellsworth Strong Grant. Bridesmaids were her two sisters: Margaret Hepburn (above, left) and famed Actress Katharine Hepburn. Bride went to progressive Bennington College, did field work in Washington, where she helped the C.I.O. picket hotels.

LAUNDRY BOY

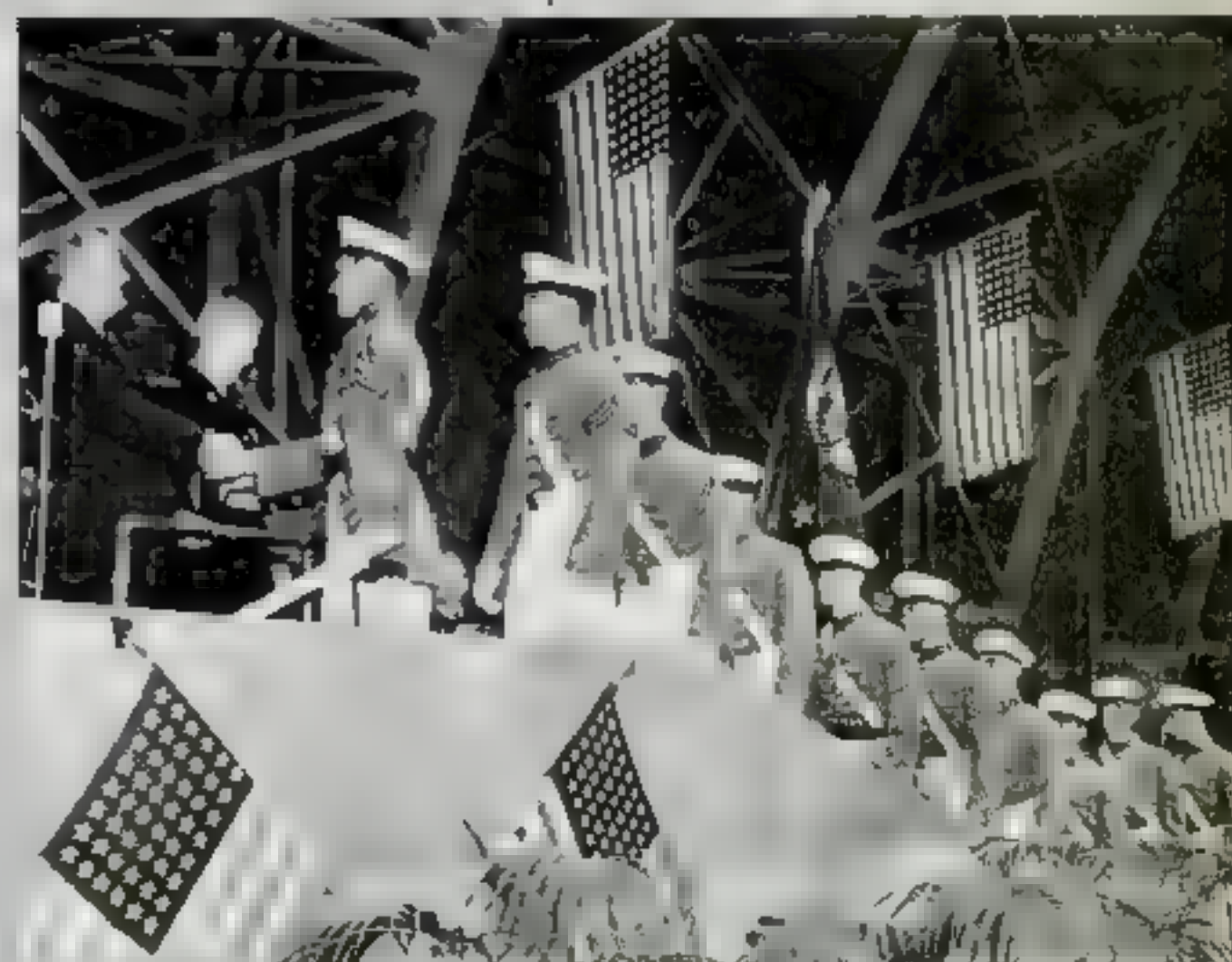


Henry Ford II is the son of Edsel, grandson of Henry Ford I, and a director in Ford Motor Co. He is also a Yale junior and assistant crew manager. This job took him, June 13, to Gales Ferry, Conn., on the Thames River. Occasion: practice run for the Yale-Harvard race. Ford duties: folding laundry, laying out sweat shirts (above) for the crew.

WEST POINT CADETS GET BRIDES AND DIPLOMAS AT COMMENCEMENT



By stern code of the United States Military Academy cadets may not marry until graduation, by tradition hasten to do so as soon as they can. On June 12, Lieut. Joseph E. Reynolds of Hopkinsville, Ky., was the first of this year's class to reach the altar, at nearby Highland Falls, kiss his bride, Catherine Amberg (above). Earlier, the groom heard President Roosevelt's Commencement keynote: America's desire for peace "must never, and never will, be mistaken for weakness." Then, in full-dress "monkey jackets," gold braid and buttons, 456 graduates each got diploma (below), handshake and grin from their Commander in Chief.





Off Hamburg on May 31, five German liners steamed into port carrying 5,000 Condor Legionnaires. Later in Berlin they were joined by 12,000 other Legionnaires who had fought in Spain but had returned home earlier. The steam-

ers used are normally run as cruise ships to take Nazis on "Strength-Through-Joy" vacations. In time of war they are used as troop transports. Earliest German troops left for Spain three days after war began disguised as "tourists."



On the trip home soldiers passed the time taking sunbaths on cots, playing ping-pong, reading and shadowboxing. These men were the first of German army's informal royal units. For fighting in Spain they received extra pay

and in most cases quick promotions. Below, Air Marshal Göring takes the salute with his Marshal's baton at the march past in Hamburg. Commander of Condor Legion, Major General Baron von Richthofen stands at his side.



GERMAN TROOPS IN SPAIN

On June 6, for the first time since the Prussians returned from the Franco-Prussian War, Berlin heard the tramp of a victorious German army coming home from a war. The Condor Legion, which for three years fought for Franco in Spain, goose-stepped down Unter den Linden, 17,000 strong, to the Lustgarten where Hitler welcomed them. In their belts they carried flowers given them by admiring girls. A public holiday had been proclaimed. Schoolchildren lined the route. Next to Hitler stood their commander, Major General Baron Wolfgang von Richthofen, cousin of the World War ace. It was the first Nazi army that had been forced to show blood for its victories. Dead were estimated at 500, wounded at 3,000.

The troops had arrived at Hamburg on five steamers from Spain on May 31. They were welcomed by Göring who hailed them as "aggrandizers of German glory." One reason he offered for intervention in Spain was that "our young air fleet burned to show what it could do."



Arm bands saying "Legion Condor" were worn by the soldiers. The uniform has Spanish insignia. The rifle is the basic Mauser.



MASSED IN THE SWASTIKA-STUDDED LUSTGARTEN IN BERLIN, THEY

RETURN HOME AS HEROES

Proceeding to Berlin for their victory parade, the troops encamped in a tent-city. Each square of tents was named after some battle they had fought. In the parade the men carried rifles. Planes, tanks and guns had been presented to Franco when the troops left Spain.

In welcoming the Legion, Hitler, Göring and the German press gave themselves the lie. For the first time they publicly admitted what for three dreary years they had heatedly denied: that Germany had intervened at the very start of the Spanish war. The press gleefully boasted that within three days of the rebellion, German planes and pilots were flying for Franco, that before the civil war began the German War Ministry was organizing "volunteers."

*"We whistle high and low,
And the world may praise or blame us,
We care not what they think
Or what they'll one day name us."*



Air General Sperrle headed Legion from October 1936 to October 1937 after Berlin decided that war would last a long time.

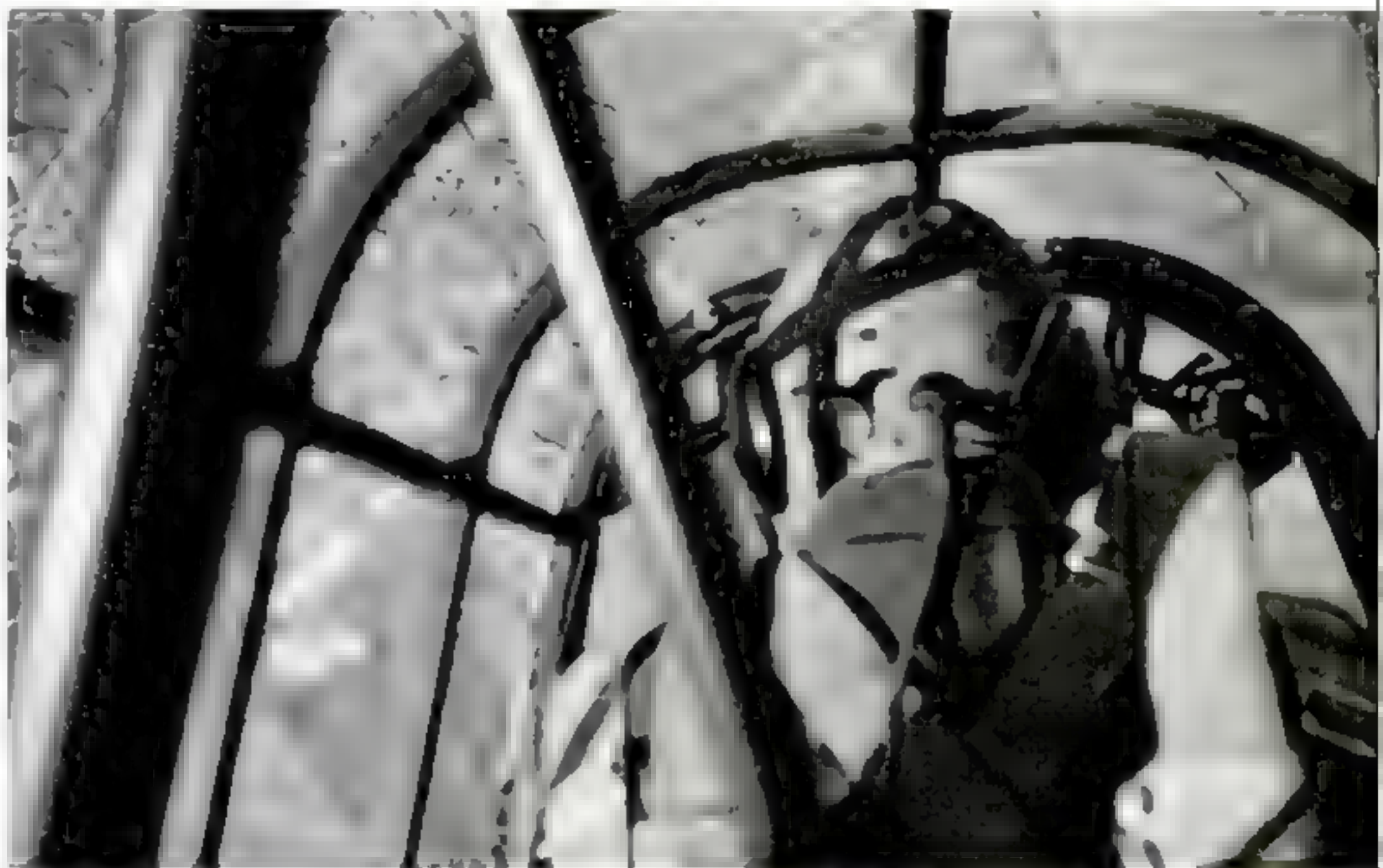


HEARD DER FÜHRER EULOGIZE THEIR INTERVENTION IN SPAIN



A "practice war" was the view that German military leaders took of fighting in Spain. The air corps, for example, carefully photographed their bombing raids and after bombing encircled the objective to see what they had done.

The gutting of Guernica was such an "experiment." The Heinkel III bomber (above) is bombing Valencia. A fast, medium-sized plane, it carries a ton of bombs. German aviators bombed more accurately than their Italian allies.



Diving at 250 m.p.h., this German pilot has pointed the nose of his Junkers Ju-87 dive-bomber at about an 80° angle heading for his target. With him he carries a half-ton bomb. Below, a column of smoke shows how near a German bomb

landed on a road in Loyalist territory. Besides bombing, German air force in Spain transported 15,000 of General Franco's crack Moorish troops across from Spanish Morocco to Spain. The German navy was also surprisingly active





CAPTAIN FRITZ WIEDEMANN, GERMAN CONSUL GENERAL IN SAN FRANCISCO, DICTATES BENEATH A PORTRAIT OF HITLER, WHO RAN MESSAGES FOR WIEDEMANN DURING WAR

CAPTAIN FRITZ

CONSUL WIEDEMANN, HITLER'S OLD
SUPERIOR OFFICER, RUNS INTO
TROUBLE SELLING NAZISM TO WEST

by FREDERIC SONDERN JR.

When headlines startled the West Coast some four months ago with the announcement that Hitler's own and most trusted personal adjutant, Captain Fritz Wiedemann, was coming to San Francisco as German Consul General, a storm broke loose. The labor organizations, the Socialist and Communist Parties, the Jewish societies and all other militant anti-Nazis blared warnings. He was being sent to organize espionage and sabotage in California, they declared. The Industrial Union Council of San Francisco even dispatched telegrams to President Roosevelt and Secretary of Labor Perkins demanding that Captain Wiedemann be kept out of the country as an "undesirable alien."

The Captain's arrival was somewhat of an anticlimax. Instead of a shorn-haired, gimlet-eyed officer of the Prussian type, the reporters found a friendly and very courteous man with a quick smile and pleasant manners. His English was not very good but he did his best. To all political questions, he replied that "politics is the business of the Embassy in Washington." He was in San Francisco to stimulate German-American trade and nothing else. His appearance was attractive. Tall, dark and immaculate, he looks ten years younger than his age of 48. He dresses informally but well. The pugnaciousness in his face with his massive jaw and low,

receding forehead disappears when he grins and he grins frequently. There is nothing forbidding in his frank, natural manner, and he has a disarming way of laughing uproariously when his English lapses or someone asks him an embarrassing question. To the newspapermen, the Captain was a surprise and a disappointment. No Machiavelli here, a forceful man of strong character, but incapable of subtle intrigue and not worth much copy—was the conclusion at the bar of San Francisco's Press Club.

Fritz Wiedemann's actions were not spectacular, either. He took a neat little furnished house in fashionable Hillsborough and, before his wife and children arrived to join him, appeared almost every evening in one of the smart night clubs. Towards members of the German Colony, he was very reserved, picked his contacts with great care and scrupulously shunned the German-American Bund and its leaders. In his one address to the West Coast Germans, he curtly reminded them that they were not Germans but Americans and should behave as such. Through his Consular colleagues he met some socially prominent people and began to receive invitations. At parties, he never mentioned Germany or Hitler at all, except to hint here and there that he himself was really in disfavor with the Führer for the moment. He preferred to talk



HE SPEAKS GERMAN BEFORE A SAN FRANCISCO MEETING

about sports, was an amusing storyteller and an agreeable companion. When cornered by an embarrassing question about Germany, he shrugged his shoulders and laughed it off. He acted very differently from his predecessor, the brash and brutal Baron von Killinger, who had horrified California by inciting the German-American Bund to violence and had denounced German Tennis Ace von Cramm to Berlin for disparaging remarks the young player had made in a San Francisco home. The Captain even managed to have his name put up for membership in the exclusive Burlingame Country Club. And he was ready to settle down to the first part of the program so carefully worked out in Berlin and Berchtesgaden for the diplomatic conquest of the West Coast for Hitler.

In the months just before America's entrance into the World War, Arch-Intriguer Franz von Papen and his associates in the Imperial German Embassy in Washington saw that isolationist feeling in the Midwest and West could be used as a powerful lever to keep the United States out of Europe. They went to work with every available means of propaganda, but it was too late. The British organization had beaten them to it. Hitler and his advisers have decided that this mistake must not be made again. When President Roosevelt suddenly jumped into the Euro-

CONTINUED ON NEXT PAGE



Consul Wiedemann disavows any connection with the German American Bund and was most embarrassed when a girl sold him Bund magazines at meeting of Germans sponsored by the Consulate. A little-known man (second from left) is

Captain Friedrich C. Mensing, German born, who is Pacific Coast manager of German steamship lines. In 1936 he helped amalgamate warring U. S. Nazi factions. One of his unofficial jobs is to get Nazis in trouble out of U. S. quietly.



Wiedemann's family: the Captain, Anna Luise, his wife, Anne Marie, 19, who plans to enter Stanford next fall, and Eduard, 14, a student at Burlingame High School. Another son, Klaus, 1, stayed in Germany where he belongs to Motor-

ized Hitler Youth. Below, Captain Wiedemann leaves Schroeder's Cafe, a German restaurant where he usually lunches. Its proprietor is friendly with Wiedemann, but admits that he has lost some trade since the Captain started eating there.





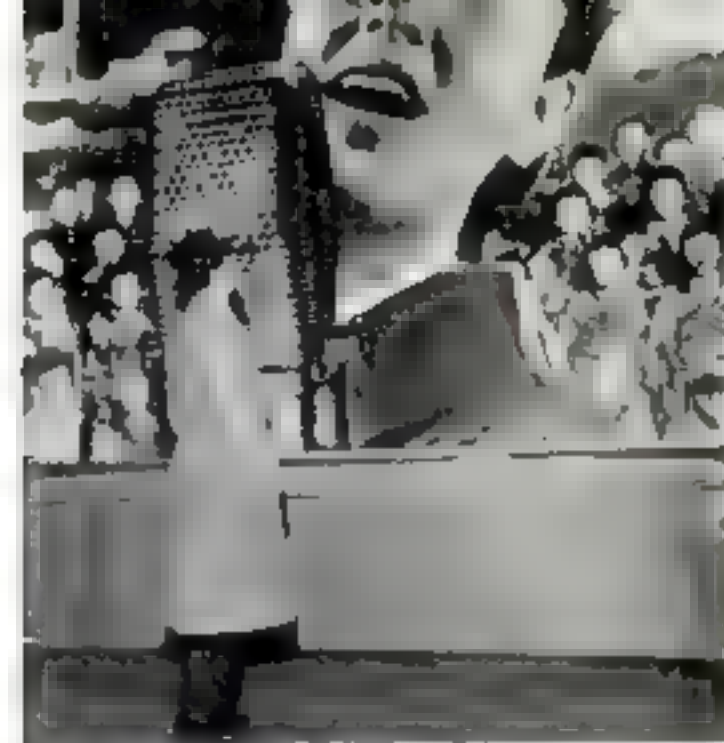
A slain of beer quenches the Captain's thirst as he eats his lunch at Schroeder's. He prefers wine, however, with his meals



He attends a Chamber of Commerce luncheon Paul Dietrich, a vice president of Bank of America, enters banquet in front of him



He strolls around his home with Son Eduard. The house, a rented one, has twelve rooms, and is located in Hillsborough, a fashionable suburb.



At Golden Gate Exposition, he visited the pavilion of Germany's friend Japan, examined a big photo-mural, met Japanese Ambassador

WIEDEMANN (continued)

pean arena in the autumn of 1938 with thinly veiled promises of support to Britain and France, the effect in Berlin was electric. The specter of 1917 reared its head and Hitler realized, as he told members of his inner circle at the time, that the United States must enter his calculations for the future as a new and vast factor. He called for "Captain Fritz."

Captain Wiedemann's position in the Hitler household was an extraordinary one. During the World War, Corporal Adolf Hitler, Regimental Dispatch Runner, had developed a dog-like affection and adoration, so typical of him, for his superior officer. Wiedemann was a lieutenant then of the 17th Bavarian Reserve Infantry and Regimental aide-de-camp in charge of communications. The son of a little country doctor, he had started his career in the army immediately after leaving school. The "Herr Leutnant," so immaculate, firm and sure of himself, was all that Hitler wanted to be himself. The Corporal never got to know his superior well. That was impossible in the German Army. But Wiedemann became a symbol in Hitler's life. At the close of the War, their paths separated. Wiedemann, strongly in favor of monarchy, was disgusted with the Weimar Republic and despite promotion to a Captaincy resigned his commission and returned to Bavaria to buy a farm and settle down not far from his birthplace, Augsburg. Hitler went back to Munich.

Hitler drafts his old commander

In the early days of the Nazi Party, Hitler tried several times to persuade his former commander to join him and drill the "storm troopers." "Captain Fritz" refused. He was happy on his little farm and did not relish disciplining the rabble of the Bavarian capital. After several chance meetings in Munich beer cellars, Wiedemann ran into Hitler—Chancellor Hitler it was now—on a station platform in Berlin, in December 1933. This time the Fuhrer was adamant and even threatening. So Wiedemann appeared at the Brown House in Munich the next day and took the oath. For a while he did unimportant secretarial work for Rudolf Hess, Deputy to the Fuhrer. And then came the "blood purge" of

June 30, 1934. Berlin seethed. Treachery and murder were rampant. Hitler was in fear of his life. He needed someone next to him day and night, whom he could trust implicitly. Wiedemann became the Fuhrer's personal adjutant and private secretary. His unshakable calm, endless good humor and patience were a balm on Hitler's quivering nerves and in the following months the Fuhrer put more and more responsibility on Wiedemann's shoulders. Every important decision made in the Chancellery crossed the Captain's desk and was handled by him with the efficiency and dispassion of a machine. He never tried to influence Hitler, and used to annoy him by refusing to express an opinion. He just kept his ears and eyes open, and his mouth shut.

In November 1937, "Captain Fritz" asked the Fuhrer for a vacation. He had been working for almost three years without let up and was tired out. He wanted to go to America. Hitler unwillingly consented, on the condition that he take a careful look at the United States and report fully. The Captain covered a lot of ground in five weeks and returned to Berlin with a thick dossier of information. He had sounded Washington, inspected the German-American Bund, spoken to business leaders all over the country. But above all he was impressed by the West Coast. There, he reported to Hitler, was a virgin field for political and economic exploitation. He had found strong sympathy for Germany among leading businessmen who suffered from continual labor troubles, and had noticed the definitely fascistic leanings of the Coast's financial oligarchy. And, most important, isolationist anti-French and anti-British feeling was violent. Hitler listened but was much more interested in the package of books on American architecture that the Captain had brought back than in American sectionalism. Wiedemann returned to his grinding job; the Fuhrer had other things to think about, and agitation in the United States remained in the hands of Dr. Goebbels' Ministry of Propaganda.

But when President Roosevelt's manifestoes startled Hitler last autumn, it was to "Captain Fritz" that the Fuhrer turned for advice. By that time Wiedemann had become his best liaison officer. The jolly, harmless Captain had grown into a shrewd observer who understood politics and no longer had to be told what to do.

His work in London and Paris before the September crisis had been brilliant. He had twisted Foreign Secretary Lord Halifax, Lord Runciman, and the other British potentates around his finger and supplied Hitler with reports that were accurate to the last detail. And "Captain Fritz" quickly produced a plan for his chief. He would replace Baron von Killinger as Consul General in San Francisco. That was a quiet post from which he could organize isolationist propaganda and resistance to President Roosevelt's foreign policies among the powerful anti-New Deal elements of the West Coast. The German-American Bund with its crazy firebrands must be reorganized and muzzled, American sensibilities catered to. Hitler agreed and "Captain Fritz," equipped with extraordinary powers to which even the Embassy in Washington is subject, set out for the Golden Gate.

Society rebuffs the Captain

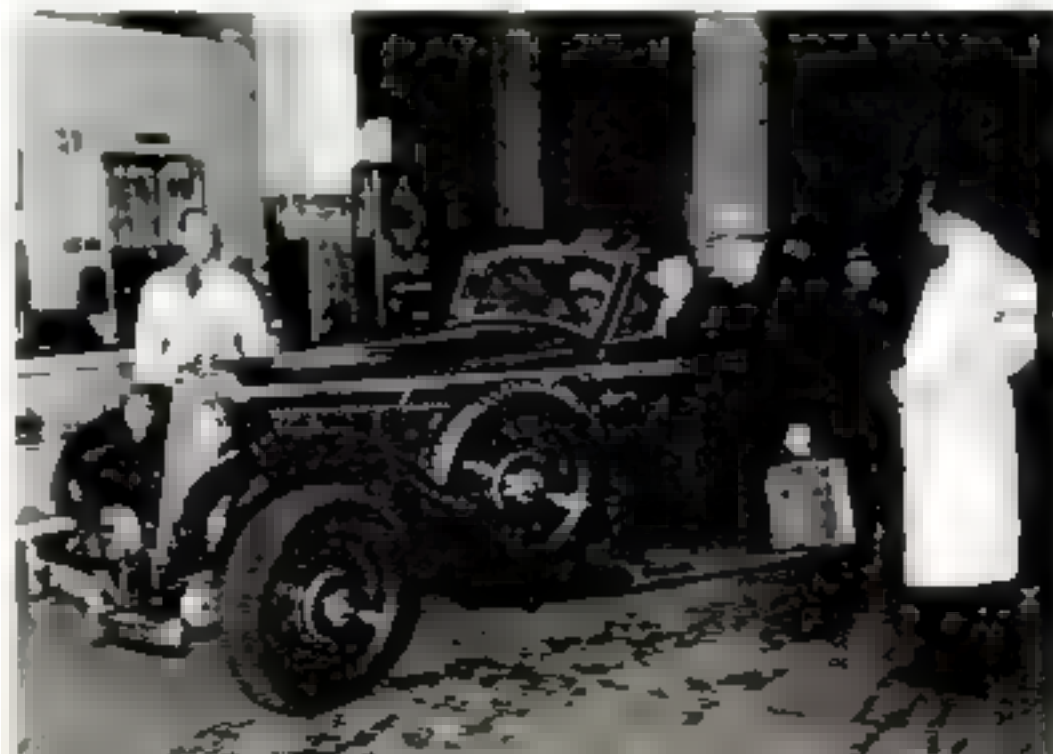
His first point of attack was the wealthy socialites of San Mateo and Burlingame. Here reaction and anti-Semitism were to be found. And he was getting along very nicely in his role of exile. His enemies saw the danger, however, went to work in earnest and were successful. He was blackballed at the Burlingame Country Club. Cocktail parties arranged for him were "indefinitely postponed" by frightened hostesses who were deluged with threatening letters. The Jewish organizations have launched an extensive whispering campaign. Communist Party workers watch and picket him wherever he goes. Some naval officers seen at a night club with him were severely reprimanded by their superiors. Social dowagers now ask one another: "What would you do, my dear, if you found Captain Wiedemann sitting next to you at dinner?" when they wish to indulge their more morbid conversational desires. And recently, when the Captain called up a local official to complain that the water in his house was full of rust and "like poison," he was curtly told that it might be a good idea for him to drink some. Under the pounding, his good humor—famous and unique at Berchtesgaden—is wearing thin and his high-powered laugh getting brittle. He has been repulsed from his first objective, but is plodding on.

CONTINUED ON PAGE 20

A sporty dresser, he has his clothes made in London. Owing to shortsightedness, he wears a monocle to read. He speaks English with a fairly heavy German accent.



An expensive Mercedes-Benz is driven by Wiedemann. Here he is giving last-minute instructions to Rudolf G. Hübner, his vice consul. His housekeeper, Anna Hafoer, is seated in the back seat.



Relaxing in his dressing robe, "Captain Fritz" spends part of the evening listening to the radio. He is over 6 ft. tall, athletic and looks something like Boxer Max Schmeling.





Face the day refreshed



Now that "Old Sol" is getting out on the job early, get a head-start on the heat with ice-cold Coca-Cola. On a hot day, there's nothing like this cold drink. It's a refreshing way to start the day.



AND WHEN YOU ENTERTAIN...
SERVE COCA-COLA COLD...ICE-COLD

CHAMPION SPARKING PLUGS

МОТОРНИ СВЪЩИ ШАМПИОНЪ

CHAMPION SÜÜTEKÜÜNAL

ဘုံသီယာ "သီယာ"

BOUGIE
CHAMPION

CANDELE
CHAMPION

CHAMPION
SVEČU

CHAMPION
BUJILERI

ချန်ပီယန် မီးပလပ်

CHAMPION ZÜNDKERZE

チャンピオン スパークプラグ

CHAMPION SPARK PLUGS

משקעים פלדן פלדן

CHAMPION TENDPLUGGER

"TENDPLUGGER" IT IS

CHAMPION SYTYIYS-TULPPA

SWIECA ZAPLONOWA
CHAMPION

BUJIAS
CHAMPION

ΜΠΟΥΖΙ ΤΣΑΜΠΙΟΝ

CHAMPION
TÄNDSTIFT

VELA
CHAMPION

ZAPALOVACI SVICKA
CHAMPION

香檳撲六

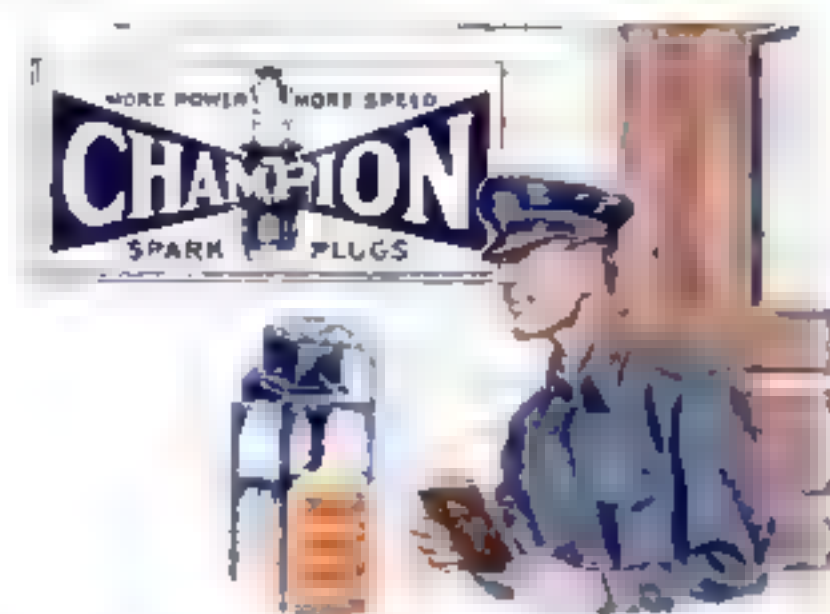


*If you are curious about the identity of these various foreign languages, write the Champion Spark Plug Co., 906 Upton Avenue, Toledo, Ohio, and an identifying sheet will be sent you.

Symbol of Better Engine Performance *in ANY language*

Wherever modern internal combustion engines are engaged in serving humanity, either on highways, waterways or airways, on the farms, in the homes or in industry, Champion Spark Plugs are recognized and preferred for the better performance they exact from every engine. Now Silliment-sealed against troublesome gas or compression leakage, common to ordinary spark plugs, new Champions with their exclusive Sillimanite insulators set *new* and *unequaled* performance standards. Demand Champions for your car because you can depend on them.

IT'S THRIFTY TO INSTALL NEW SPARK PLUGS—Demand CHAMPIONS



The Sign of Dependable Service



IN "NO TIME FOR COMEDY," LAURENCE OLIVIER PLAYS WITH KATHARINE CORNELL. AS HUSBAND AND WIFE, THEY SQUABBLE AMIABLY THROUGH THREE SEDENTARY ACTS



NEW MATINEE IDOL ENLIVENS TALKY ROLE WITH ODD TRICKS

What makes an actor a matinee idol is a problem which has never been solved. For a dozen years, young Laurence Olivier gave a good account of himself on stage and screen in everything from *Humor* to *Fire Over England* without ever becoming extraordinarily popular. Last autumn, Producer Sam Goldwyn cast him in the fat romantic role of Heathcliff in *Wuthering Heights*. When the picture was released this spring, Olivier became a matinee idol overnight, getting reams of fan mail and matrimonial offers that distinguish this class of actor. By no means overwhelmed, Olivier left Hollywood for New York, where he is now appearing with Katharine Cornell in S. N. Behrman's *No Time for Comedy*.

Current popularity of Olivier probably has less to do with his appearance than with the fact that a dozen years of comparative obscurity gave him a chance to learn his job thoroughly. In *No Time for Comedy*, Olivier is Gray Easterbrook, a world-weary young playwright torn between his aptitude for writing light plays and his ambition to write serious ones. Like most playwrights, Gray is extremely talkative. Olivier prevents his loquacity from becoming monotonous by decorating the role with an amazing variety of trick gestures that keep the audience in a state of suspense as to what he will be up to next. Characteristic is his stunt of spilling a highball down shirt (left) after balancing it on chin (right).

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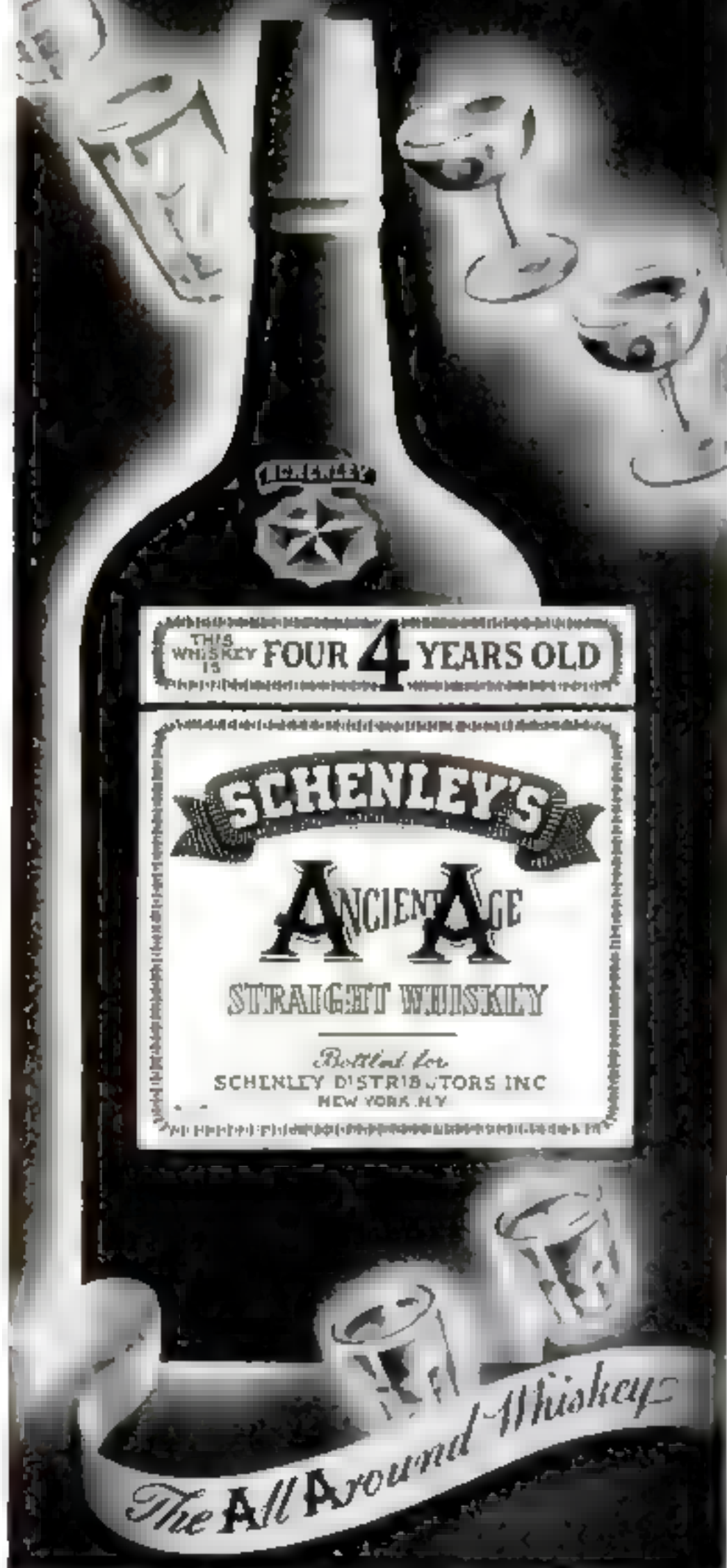


**We can't lose
but you can!**



We who distill every type of whiskey gain no matter which you choose. But you can lose extra mildness and economy unless you note that this whiskey is identical in age with 4-year-old bottled in bond brands, at the milder and pleasing 90 proof, and costs 50c a fifth less.*

STRAIGHT WHISKEY
AVAILABLE IN BOURBON OR RYE



* The price of Ancient Age is 50c a fifth less than the average cost of 6 nationally advertised 4-year-old bottled in bond brands. Copr. 1939, Schenley Distillers Corp., N. Y. C.

Matinee Idol's Tricks (continued)



Pulling up his socks is one of Olivier's unusual methods of registering profound indecision. This homely touch is so convincing to audiences that from time to time kindly ladies send him garters. In real life, he fastidiously wears two pairs weekly.



Total collapse on sofa is consequence of effort expended on pulling up of socks. At this point in the action of the play Gay is just learning that his wife (Cornell) has made a dinner date with another man, whom he regards as a whippersnapper.



Brief dose is Olivier's reaction to marital problems. Throughout play, Olivier wriggles around on this sofa like an angleworm in a tobacco tin. Olivier is the son of an English parson. He made his stage debut in *Taming of the Shrew*, dressed as a girl.



Scratching his nose is Gay's informal way of expressing deep thought over question of whether to 1) leave his wife, marry another woman, take her to Spain in an effort to revive the civil war and write a deep play about its consequences or 2) relax.



Pulling his nose from top indicates that the problem is still unsolved. The pictures on this page by no means exhaust Olivier's repertoire of mannerisms. He also snugs fingers, groops, drums on furniture, twines legs around pillows, waddles.



Complete exasperation causes Gay to unbutton coat and adopt pose of soap-box orator while telling wife he is tired of everything. *No Time for Comedy* draws capacity business, is one of a dozen or so New York plays which will run through summer.



Talk about Humpty Dumpties! Humph!..."All the King's horses and all the King's men" couldn't stop these youngsters on the garden wall in Hawaii from getting their share of Dole Pineapple "Gems"



MY DEAR,
HOW CAN
I GET MY
CHILDREN
TO EAT?

TRY THEM WITH
DOLE "GEMS"! MY CHILDREN
SIMPLY LOVE THEM! THEY
JUST FIT THE SPOON AND
THEY'RE FILLED WITH
FRUIT-ENERGY AND A GOOD
SOURCE OF VITAMINS A, B AND C



GEE, MY MOTHER
MAKES THE
BEST
DESSERTS!

TRY THIS TEMPTING DESSERT

GEM "SWEET BITS"—Dry Dole Pineapple "Gems" with absorbent paper, dip in whipped cream, and roll in crushed toasted macaroon crumbs. Serve 5 or 6 on a paper doily or a grape leaf on a dessert plate. They are also delicious served in a sherbet glass topped with whipped cream.

Hawaii's Golden Treasure

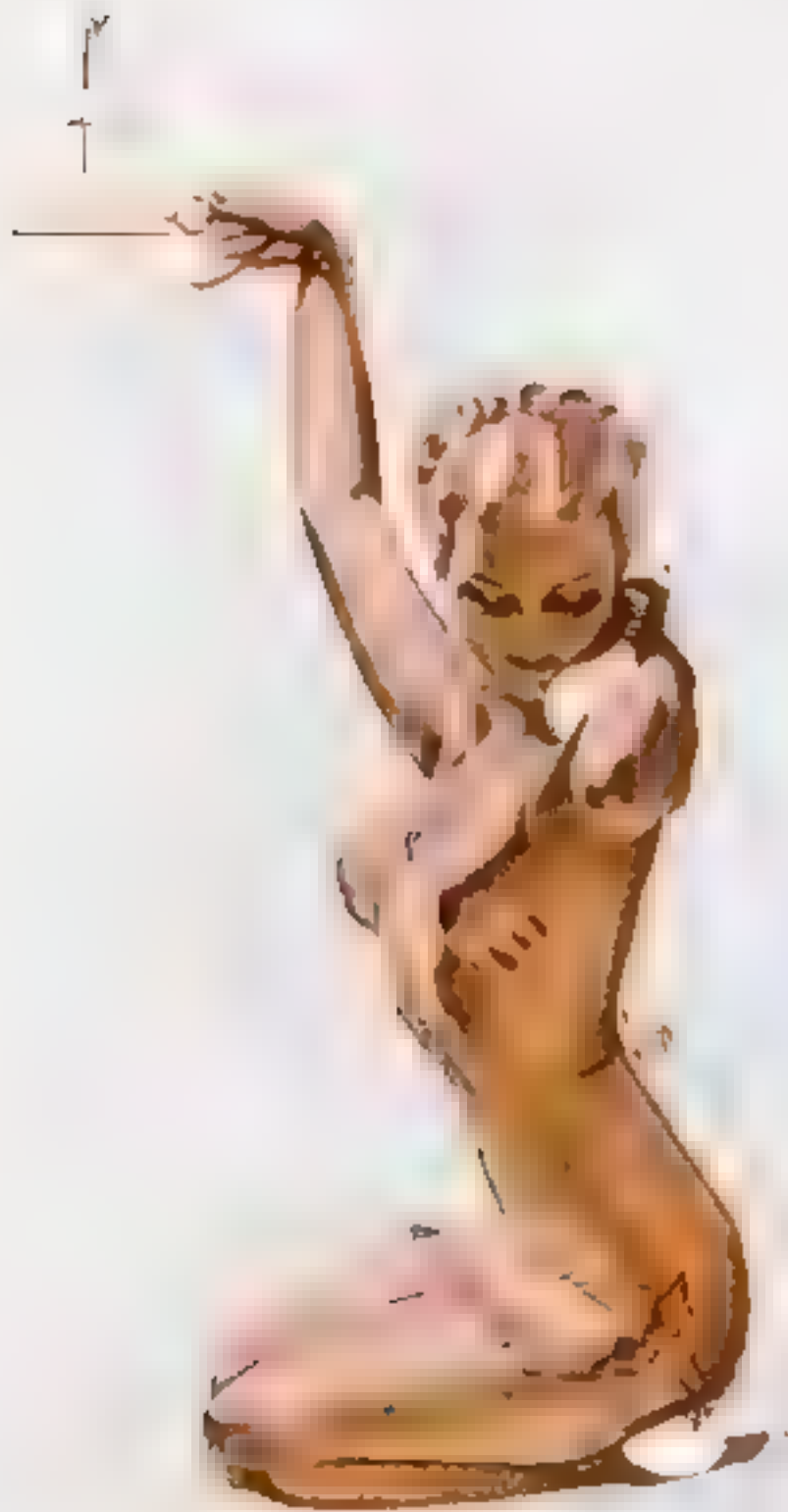
DOLE Pineapple "Gems"

THE PETTY GIRL, TRIUMPH OF AIRBRUSH, IS FEMININE IDEAL OF AMERICAN MEN

The class of 1939 that graduated June 20 from Princeton University elected George Petty, commercial illustrator, as its favorite artist. Rembrandt was second. In thus professing their esteem for George Petty, the Princeton boys were only confessing their weakness for the Petty Girl. It is a prevalent weakness. Petty's drawings of the sleek supple creature pictured on these pages currently paper the walls of dormitories, fraternity houses, prison cells, lighthouses from coast to coast. Wherever men must live alone, she appears clad in sheer and clinging dishabille. As the cool, unapproachable Gibson Girl was the feminine ideal of the young men of 80 years ago, so the voluptuous Petty Girl, phone in hand, is the ideal of their sons.

Her early public appearances were restricted to near-beer advertising with local circulation in the Midwest and South. With the launching of the magazine *Esquire* in 1933, the Petty Girl acquired a private life and a spectacular national reputation. Today she graces the copy of three major advertisers and is scheduled for a screen debut in a movie now in the censor's office.

She is the peculiar product of George Petty's mastery of the newest art instrument, the airbrush. With its fine paint spray, he achieves the delicate lights and shadows that give the Petty Girl her acutely realistic three dimensions. He improves on the human form by making her legs and torso longer than normal, her head considerably smaller. Petty's drawings now bring anywhere from \$500 to \$2,000 apiece. He is bewildered by the "single entendre" which the public likes to find in them.



IN "ESQUIRE" SHE APPEARS IN BOUDOIR WITH PHONE POPULARITY SYMBOL



FOR OLD GOLDS SHE WEARS MORE CLOTHES. SLOGAN: "ONLY 28 BUT D.C."



IN A 1938 CALENDAR SHE WENT FISHING WITH A RIBBON ON HER BIG TOE



TO GET FLOWING CONTOURS AND SHADOWS, ARTIST PETTY SPRAYS AIRBRUSH OVER FIRST WATER-COLOR DRAFT

CONTINUED ON P. 36

"YOU CAN TEACH AN OLD DOG NEW TRICKS

with Good Food, Patience, Kindness"
—Says Famous Dog Trainer



Come! "Leash dog on 50-foot rope," instructs trainer Michael von Motzeck. "Allow him to wander a short distance, then step on rope and simultaneously command 'Come!' Urge dog to you with gentle tugs on rope. Reward him with a pat. Repeat routine, giving dog increasing radius. Kindly treated, properly fed dogs are eager to obey. Be firm but patient—and keep to nourishing 8-flavor Red Heart in feeding."



Heel! "Walk close to fence or wall, with dog's head between fence and your left thigh. Hold training rope in right hand. Twitch it backward with left hand near collar—and command 'Heel'—when dog starts ahead of you. When dog has learned to keep position, slack rope and walk briskly in zigzag course with sudden stops and reverses. Pat dog's head frequently to hold his attention—help him anticipate your movements. A dog should always walk at 'heel'."

Teach dog one command thoroughly (six to eight daily 15-minute lessons usually required) before proceeding to next in series. At conclusion of each day, give him his regular delicious Red Heart meal—beef, fish, or cheese flavor. This wholesome, nutritious, *quality* food is made in federally inspected plants from meats, meat by-products, vegetable and bone meal, cereals, cod liver oil, and Fleischmann's branched Yeast. Laboratory-tested and kennel-proved, Red Heart Biscuits give added Vitamin D—added gnawing exercise for teeth. Write for FREE booklet, *Dogs, Their Care and Feeding*. John Morrell & Co., Dept. 46, Ottumwa, Iowa.

RED HEART DOG FOOD



WORTH PROTECTING!



Quicker smoother stops with Raybestos
Proving Ground tested tests. Engineered
for every make and model. Raybestos will give
your car 100% brake safety. Your neighbor-
hood Raybestos Brake Service Station will
check your brakes without obligation.

SILVER EDGE Raybestos BRAKE LINING

CHOICE OF CAR-OWNERS AND
MANUFACTURERS FOR 34 YEARS

THE RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.

HURRY!
PRIZE CONTEST CLOSING JUNE 30th
ALL-EXPENSE TRIPS
TO EITHER WORLD'S FAIR
FREE

TO BOYS AND GIRLS (and parent or guardian)
And 100 other Valuable Prizes!

You've still time to enter this
thrilling contest. Easy to compete
—nothing to buy. But hurry!

Go to your bicycle store and get
an Official Entry Blank. Then write
100 words or less on "Why I Want
a New Departure Speed Changer
on My Bicycle." Mail it to—

NEW DEPARTURE
BRISTOL, CONNECTICUT

ENTER CONTEST NOW! See Entrance Table for
\$250.00 in cash, or one of the 100 other
prizes. Get Official Entry Blank at your bicycle store today!

★ THE definite
purpose of LIFE is to inform its read-
ers of what is going on in the world
today—to bring them the news
which can best be told in pictures. ★

Mothersills
SEASICK REMEDY
RELIEVES STOMACH
DISTRESS WHEN
TRAVELING



BREAK A DISH?
MEND IT
with
TESTORS Cement
LEAVES AN INVISIBLE JOINT; GUAR-
ANTEED TO STAND BOILING WATER

10¢ At 10¢ stores, hardware,
stationery, grocery stores

TESTOR CEMENT CO., ROCKFORD, ILL.



Newest thing
under the sun!..
the frameless,
flexible, lensless
light **BANDIT**
that robs the
sun of its glare
but allows un-
hindered vision.

BANDIT
SUCCESSOR TO SUNGLASSES

At Your 25¢ Drug Store
Distributor MAXIM INSTRUMENT CO.
TRENTON, N. J.

- Optically Correct
- Non-irritable
- Shatter-proof



FOR CHAFED SKIN

There is nothing more comforting
than gentle bathing, and freely
applying bland, soothing **RESINOL**

RESINOL OINTMENT AND SOAP



Petty Girl (continued)

The Petty Girl is a family enterprise. Petty's wife produces ideas for the Petty Girl's antics and writes some of the catch lines that appear in the advertising copy. Son George Jr., a sophomore at Loyola University, poses for the Petty Girl's bronzed escort when the occasion requires and is his father's sternest critic. But next to her father Daughter Marge is the most important member of the concern. She is the Petty Girl. She suggests the right pose, spends long hours holding it while her father sketches, and relaxes only to inspect his progress. Often she pencils in her own ideas. Although Petty employs commercial models and can work from photographs, the Petty Girl is at her best when the family is at home together for week-ends and summer vacations.

In his disordered studio in his Northbrook, Ill., home, Petty works with intense concentration on week-long stretches of 12-hour days. His inspiration grows as he proceeds. By the time one Petty Girl is ready for national circulation, at least ten others have wound up in the wastebasket. His devotion to the Petty Girl, however, is a matter of necessity. His favorite subject is the male face, particularly that which he describes as the "British type." From the Petty Girl he flees whenever he can for the hard life of big-game hunting in Alaska and jungles of Africa.



George Petty and wife met in office where she was secretary. After marriage she posed for the early Petty Girl. Until daughter Marge was born she was his chief model.



Daughter Marge, a sophomore at Northwestern, has developed a drawing style of her own but has not yet made up her mind whether she will commercialize it.



A "102-pounder," a big elephant whose tusks weighed 102 lb. each, was shot by Petty during his African safari in 1938. Petty's greatest love is big-game hunting.



Two lions and a leopard were bagged one morning before breakfast. Leopard was shot going after a zebra hung to bait lions. Petty got the lions with one shot each.



"The bane of all Africa" is what Petty calls the rhinoceros. When native carriers see a rhino, they drop everything and climb a tree, breaking equipment in their haste.





**THIS
* EMBLEM
means**



BETTER PROTECTED MILK

* Represented by a small symbol  on Sealright Milk Bottle Caps

THE Sealright Emblem—and the tiny Sealright Symbol  on milk bottle caps—are the marks of a modern, sanitary packaging service for milk, ice cream and other dairy and food products. They identify milk bottle caps, paper milk bottles and food containers which are made from clean, pure, hygienic Sealright paper under exacting sanitary control.

Dairies which give you the extra protection of Sealright Sanitary Service deserve your patronage—and are easy to identify. Look for the Sealright Symbol  on milk bottle caps or for the Sealright Emblem in dairy advertising. They are your unerring guide to better protected milk.

SEALRIGHT COMPANY, INC., FULTON, N. Y.
Kansas City, Kansas; Los Angeles, California; Peterborough, Ontario, Canada



**SEALRIGHT
MILK BOTTLE CAPS**
In many styles—all made from clean, pure, hygienic Sealright Sanitary Paper.

**SEALRIGHT
PAPER CONTAINERS**
Two types—Round and Nestle. For ice cream and other moist or juicy foods.

**SEALRIGHT
ICE CREAM CUPS**
Clean and sanitary—the best way for children to buy & eat ice cream.

**SEALRIGHT
PAPER MILK BOTTLES**
Used but once, then thrown away. The modern carry-home package for store milk.



Pictorial

Photographer A. Pedretti, of St. Moritz, is responsible for this beautiful picture (left) of mountain climbers ascending 13,000-foot Piz Bernina, in the neighborhood of St. Moritz, Switzerland. Snow slopes are generally easy to climb, unless the snow happens to be in bad condition—in which case, the whole snow field may start sliding in an avalanche. Here the climbing parties were able to proceed without ropes, and the only person, probably, who occupied a perilous position was the photographer. The photograph is remarkable for its needle-sharp clearness of detail, and the sweep and majesty of its composition. Made on Eastman Film.

Amateur

Ten days before his son Jimmy's first birthday, J. B. Washburn, Des Moines, Iowa drug clerk, snapped this prize-winning photograph (right), showing the baby in the act of throwing a good-night kiss. Mr. Washburn, whose interest in photography is said to have been born at about the same time as his son, made the picture at 8 o'clock at night, using a portrait attachment and a small flash bulb. Because of its humor and realism, the photograph stood out among hundreds of snapshots of children entered in a national amateur competition. Made on Eastman Film.



Illustration

Steichen's great picture, *The Matriarch* (right), made by him as a contribution to the Federation of Jewish Charities, is a striking example of his rare imaginative gift—his power to create an idea, express an emotion, instead of merely representing a literal object, however skillfully and graphically. This is not just an old woman with a Bible on her lap—but the story of a whole lifetime, splendidly and triumphantly lived, expressed with dramatic vision and power. The photograph has won world-wide fame. *Made on Eastman Film.*

Action

Robert Bagby tried four dogs and made 150 shots, with his camera set at a lightning-fast exposure, before he got this snapshot of a wire-haired terrier (below) chasing a ball in the true sporting spirit. Erwin, Wasey & Company, Inc., used the picture in an advertisement for *Fortune Magazine*, to symbolize the public's response to good advertising. In attention value, breadth of appeal, and power to tell a story without words, the picture takes high rank among commercial photographs. *Made on Eastman Film.*



GOING TO THE NEW YORK WORLD'S FAIR? Be sure to take your Kodak. Stop at the Kodak Building, where Eastman experts will advise you what to take and how to take it. And there you'll see the unique and gorgeous Cavalcade of Color—the Greatest Photographic Show on Earth. Nothing like it has ever been seen before. Don't miss it.

NEW LOW PRICES ON KODAKS . . . Picture making has grown beyond all experience. To meet the unparalleled demand for cameras, Eastman is now building an extensive addition to the world's largest camera works. This great plant will cut manufacturing costs. In a sweeping reduction, Kodak prices are now brought in line with these lower production costs to come. You save, beginning right now. Get the good news of your dealer's.

The great pictures are made on EASTMAN FILM

There is an Eastman Film for every picture-taking need. Use Eastman Film always. It pays . . . Roll-Film Users: Accept nothing but the film in the familiar yellow box — Kodak Film — which only Eastman makes . . . Eastman Kodak Company, Rochester, N. Y.

COLLEGE FADS INSPIRE SUMMER RESORT FASHIONS



Frilly dirndls are a popular fashion at Goucher College in Baltimore. Because the college is in the city, its students

wear more dressy and feminine clothes than their country cousins. Studying on the grass are Patricia Hill (left) and

Mary Rust, who has on a Dutch bonnet. Patricia's large white bow is typical of the Goucher College hair styles.

No one in America is more responsible for setting styles at sporty summer resorts than the Eastern College girl. And no one is more surprised than she at being a style leader. When college closes in the middle of June, the fashions and fads which she initiated during the year are being copied by high-school girls and vacationists all over the country.

Because she is an important fashion force, smart department stores have their own "College Shops." Fashion magazines make extensive surveys of her wardrobe. Manufacturers stay awake nights creating gadgets to introduce as "College Fads." But the fads which your college girl really adopts are her own innovations. Because her dress is so standardized, her fads are mostly in collars, socks, shoes, hair-dos. College-introduced fashions still worn extensively are Brooks sweaters, reversible raincoats, peasant scarfs and saddle shoes.

On this and the following pages are some of the most interesting current fads adopted at Goucher, Smith, Bryn Mawr and Swarthmore. In city colleges like Goucher and co-ed institutions like Swarthmore, girl students are more dressy, often wearing higher-heeled shoes, hats and even stockings. The other colleges wear more casual clothes. Most of the fads shown here are already making the rounds of the country.



Strange belts delight co-eds. This Indian one is worn by Eleanor Evans, Swarthmore junior. Belts are also made from 10¢-store dog collars attached together.



Dress labels are stitched on a Goucher beer jacket. Others are adorned with telephone wire, Greek letters, fruit. The spoons for bracelets are sneaked from hotels.



Continental fashions are popular at Bryn Mawr. Its ubiquitous students spurn U. S. fads as "collegiate", prefer to import their own from abroad. On the terrace of Rhonda Hall, Bryn Mawr's newest dormitory, these girls dangle shoes from Mexico, Madern, Spain, Germany and Greece.

Junior blazers of white flannel are a common sight at Swarthmore. The one shown is worn by Margaret Anne Morgan. Swarthmore blouses are often worn outside of skirts, edges rolled up and two ends knotted in front. Girl students frequently flaunt freshman caps wangled from boys.



New Tests Prove Knox Gelatine Increases Endurance

THAT a simple, familiar food like gelatine should be the key to increased human efficiency was the amazing outcome of a recent series of scientific experiments on human subjects. Every man tested was able to do considerably more work with much less fatigue when plain, unflavored Knox Gelatine was added to his normal, daily diet.

Explanation lies in the fact that gelatine in this form is exceptionally rich in certain food elements which are readily stored in the muscle tissues and immediately available. Taking the gelatine every day builds up an energy reserve which means an ability to work harder and play harder.

Empty one envelope of Knox Gelatine in a glass three-quarters filled with cold water or fruit juice (or half water and half fruit juice). Let the liquid absorb the



Do you have energy left for play?

gelatine. Then stir briskly and drink immediately before it thickens. Take four times a day for two weeks, then reduce to two envelopes a day. (May be taken before or after meals.)

Pure Knox Gelatine doesn't affect the appetite or digestion. Most people see a noticeable improvement within two weeks (some within one week) and feel the full effect before the end of the first month.



How to take Knox Gelatine

CAUTION: Be sure you use plain, unflavored Knox Gelatine which you can get at any grocery. Knox is the gelatine on which the tests were made. Do not accept any substitute. Factory-flavored gelatine desserts will not do because they contain only about 10% gelatine. For further information, write for Bulletin E, Knox Gelatine Co., Johnstown, N. Y., Dept. 71.

Copyright 1929. Charles E. Knox Gelatine Co., Inc., Johnstown, N. Y.



College fads in footwear (continued)
Bryn Mawr students dote on foreign novelties. These white Madeira leather boots, though they are bulky and impractical to wear around campus, are much envied.



Pom-pom shoes of black and red leather from Greece are Bryn Mawr importation.



Socks with bowknot tops are worn with leather Mexican huaraches at Goucher.

A sleigh bell is fastened to a sock at Swarthmore. It is removable, clips on to top of sock. Sabots, popularized at Smith, now sell best for men's beach shoes.





Bandanna ties on purse and shoes are worn by Mary Rust at Goucher. Girls like heavy gold lockets and wear much junk jewelry. Note Chinese ring on her thumb.



Japaneseclogs bought from Hawaii were sported at Smith and Goucher Colleges.



Saddle shoes are still the most popular. Wing socks have bright colored linings.

Plaid laces and eyelets make these socks a novelty item. They cost about 25¢, are worn up or down and are called "ahag" socks. College girls like unusual socks.



CONTINUED ON NEXT PAGE



No Hurry—
8 Years to get there!

● There's no hurry about Black & White. It takes the long, time-honored road to enjoyment—eight years of patient aging...and slow, skillful blending. That's what gives Black & White its fine Character. You taste it in the mellow, rich, magnificent flavor. You sense it in the delicate bouquet. Black & White takes worlds of time to assure the utmost pleasure. It will pay you to take a moment of time to be sure of getting Black & White. Just remember to ask for it by name.

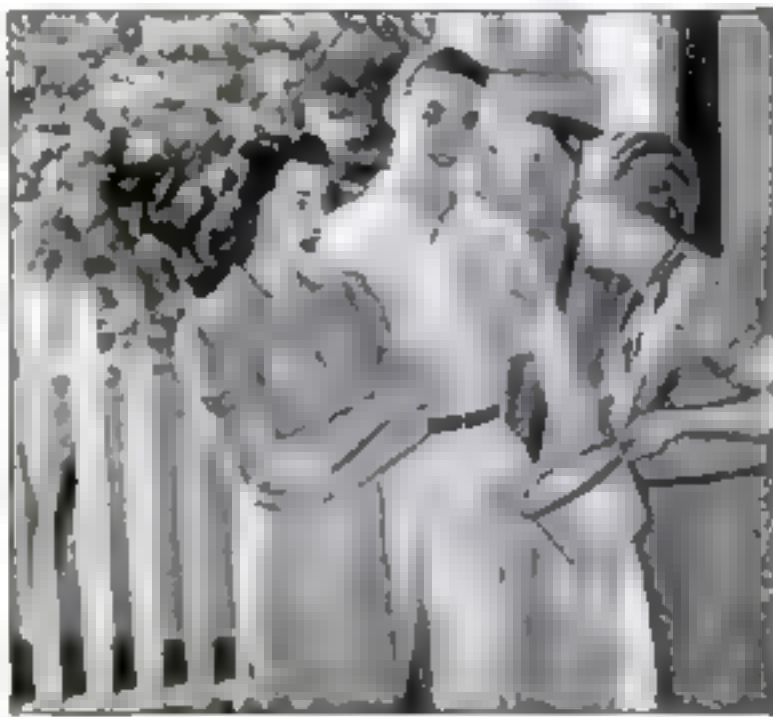


EIGHT
YEARS OLD

"BLACK & WHITE"
BLENDED SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

COPYRIGHT 1939, THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y., SOLE DISTRIBUTORS



THEY MADE THEIR BIG DISCOVERY on a visit to the farm where Tom grew up. How Tom—and Mary, too—cheered when Tom's mother served them that wonderfully fine-tasting cereal, Post's 40% Bran Flakes! "It's simply delicious—so crisp and crunchy!" said Mary. And Tom's mother said,

"IT'S ABOUT TIME you young people found out that Post's Bran Flakes also give you **TWO EXTRA BENEFITS!**" First, she said Post's Bran Flakes provide bran, a natural regulator. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a wonderful help.



SECOND, THE JONESES FOUND OUT that Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B₁ to help maintain good appetite, and Vitamin G to help promote growth and vigor.

And Mary found out, too, what delicious bran muffins she could make from the recipe on the Post's Bran Flakes package!

ONLY A FEW MONTHS LATER... how glad the Joneses were they had been eating Post's Bran Flakes every morning! As Mary said, "They seemed to be just what we needed—We've been feeling simply wonderful! It's just marvelous that a grand-tasting cereal can give those **EXTRA BENEFITS!**"

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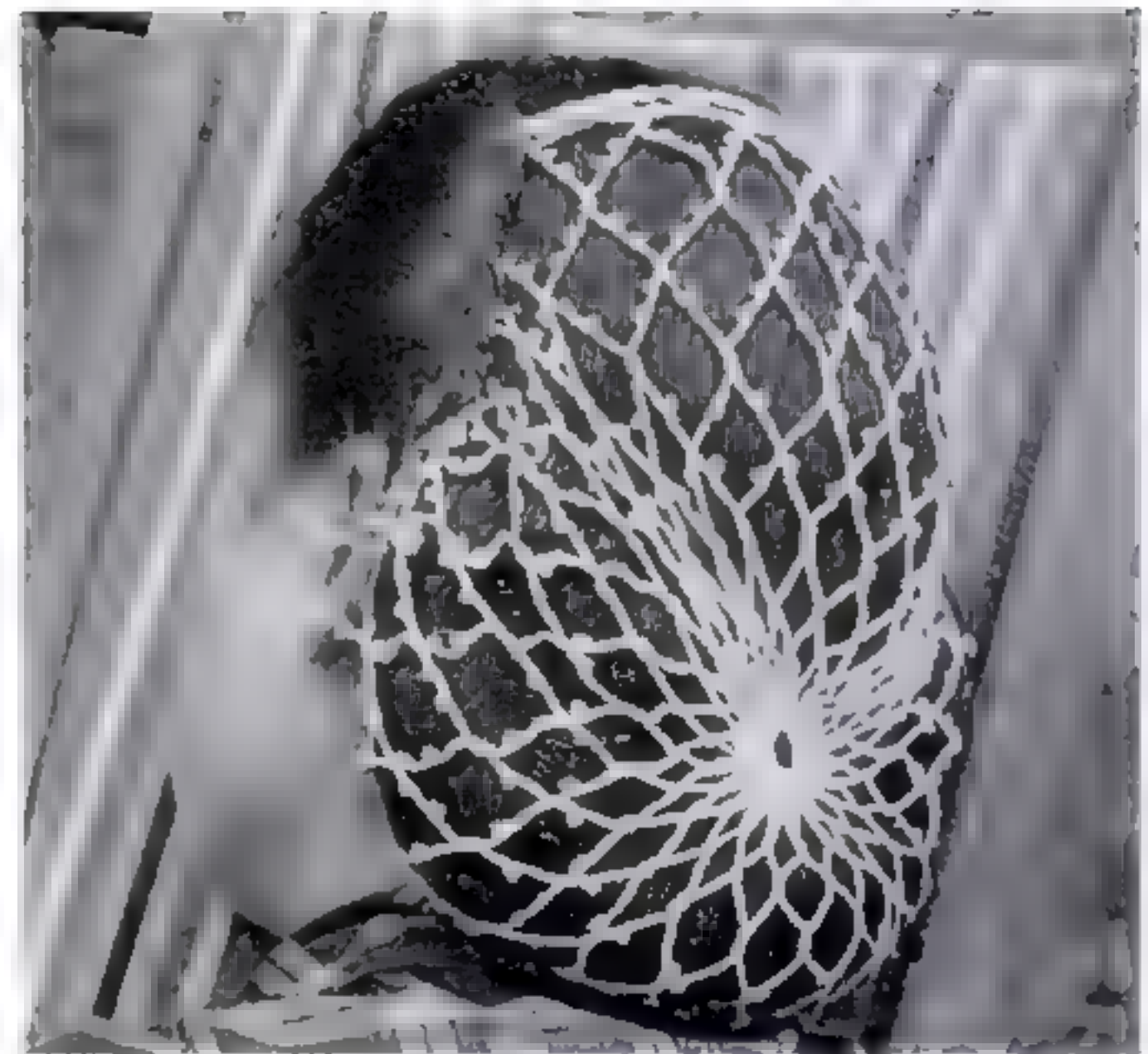
A Post cereal made by General Foods



IMPORTANT: Post's Bran Flakes, due to their bulk, are a regulative cereal. Constipation due to insufficient bulk in the diet should yield to Post's

Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.

College Fads in Headgear (continued)



Snood fad started in colleges as an initiation stunt. Upperclassmen made freshmen wear hair nets. Above is Beatrice Fink of Goucher wearing a crocheted snood.



Hair ribbons are worn at nearly all Eastern girls colleges except Bryn Mawr. Two of the most common ways of wearing them are on back curls (left) and on side.



To keep their curls dry on rainy days, Smith students wear bright bandanna hanging down from beneath felt sports hat. Ten-gallon Stetsons are also worn in the rain.

CONTINUED ON P. 48

THIS GLORIOUS NEW KIND OF LIGHT—

TODAY READY FOR—

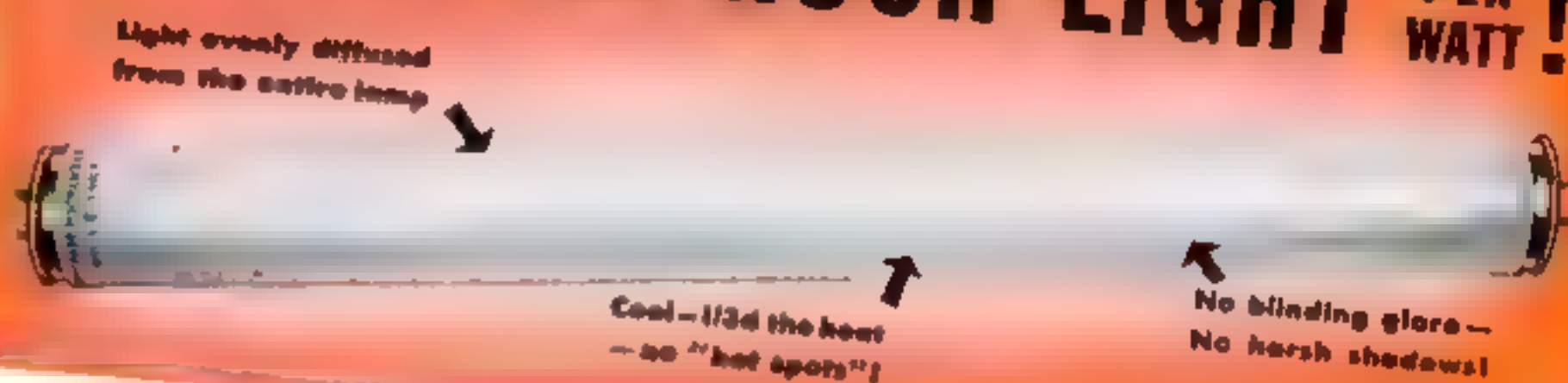
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FLUORESCENT LIGHT— the miracle that became fact — almost over night!

IT BRINGS gasps from World's Fair visitors... light so abundant... yet so glare-free, so softly beautiful, so flattering to everything it illumines! Yet the biggest sensation about Hygrade Fluorescent light is its economy... *three times as much light per watt of current*. Incredibly true "daylight" with real economy... for color-matching, inspections, or any exacting work (and 6 glorious colors, besides!). Highest levels of illumination *without glare*... without harsh shadows... so *cool* it is comfortable to work under! Find out how profitably, quickly—and inexpensively—you can *now* change to Hygrade Fluorescent. *Write!* HYGRADE SYLVANIA CORP., Dept. 115, Salem, Mass... the third largest manufacturer of incandescent lamps in the U. S. A., established in 1901.

3 TIMES AS MUCH LIGHT PER WATT!



EVEN THE CAMERA CATCHES THE DIFFERENCE



Photos can show but crudely the improvement made by adding Hygrade Fluorescent lighting. But you can see it even here!



Note in 'A' the deep shadows, and lack of detail-definition. Contrast 'B'—with its soft, but abundant, evenly diffused light!



Hygrade *Fluorescent* Lamps

HYGRADE SYLVANIA CORPORATION—Est. 1901

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MAKERS OF SYLVANIA RADIO TUBES AND HYGRADE INCANDESCENT LAMPS

Heads Up!



WATER SOAK? Do you soak your hair with water when you comb it? Water is bad for hair. Washes away natural oils. Makes hair dry, brittle, unruly, wild.



GIGOLO? Do you plaster your hair down with sticky concoctions that gum it up, make it pasty, tend to clog the pores of your scalp?



CUE BALL? Too bad if your hair is gone. The time to lock the barn is before the horse is stolen.



HEAD MAN? Right! Kreml is the wonderful dressing-tonic that imparts beneficial oils to hair. Helps keep it fine, lustrous-looking, neatly combed.

Stop soaking your hair with water, or plastering it down with goo.

If you're troubled with dandruff scales or excessive falling hair, start using Kreml today and notice the big improvement, for Kreml removes dandruff scales, every speck. Kreml checks excessive falling hair. Kreml relieves itching scalp.

WOMEN TELL US that Kreml puts the hair in splendid condition for a permanent—makes permanents look lovelier and last longer.

Ask for Kreml at your drug store or barber shop.

KREML

REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE

College Fads (continued)



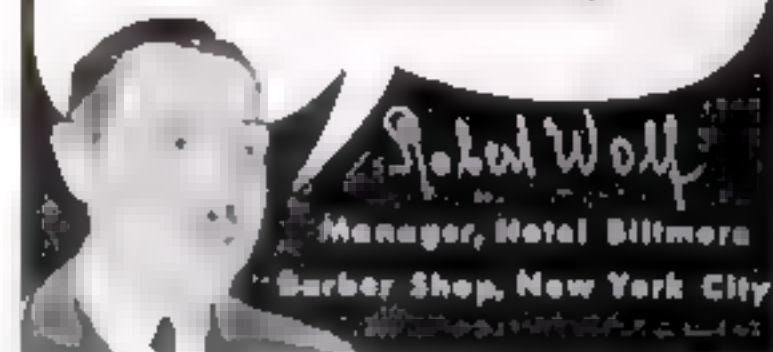
Cotton dandy in bright colors, with peasant blouse, German Youth Hostel sandals and Tyrolens but make up the continental outfit of this Bryn Mawr undergraduate.



Like charm-bracelet loot is this collection of pins on her hat. Prize badges are from Berlin Olympics (lower left), a membership insignia of the Nazi Party (upper left).

TO SHAVE FAST
WITH COMFORT—

**DO AS
BARBERS DO
...USE COLGATE
LATHER**



2 OUT OF 3 BARBERS USE COLGATE LATHER—THE FAST FRIENDLY SHAVE!

So, for a fast easy lather shave at home, use Colgate Rapid-Shave Cream for these 3 reasons:

- 1. QUICK** because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.
- 2. SMOOTH** because its rich, small bubble lather melts the beard soft at the base, so your razor cuts clean.
- 3. ECONOMICAL** You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

**COLGATE
RAPID-SHAVE CREAM**

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A MOVIE CAMERA!

YOU CAN! *Univex*
MOVIES COST LESS
THAN SNAPSHOTS!



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GUARANTEES RESULTS!**

"Satisfactory movies... or a new roll of film free!" That's the sensational guarantee no other movie camera—regardless of price—has ever made before! No wonder everybody's talking about the amazing new 1939 *Univex*! Many new features, including faster 1:5 lens; New Built In Optical View Finder; New Quick Loading Mechanism. Takes movies at less cost than snapshots! (Uses 69c film). See America's greatest movie camera value at your dealer's today, or send for free Booklet, Universal Camera Corp., Dept. C-31, New York City.

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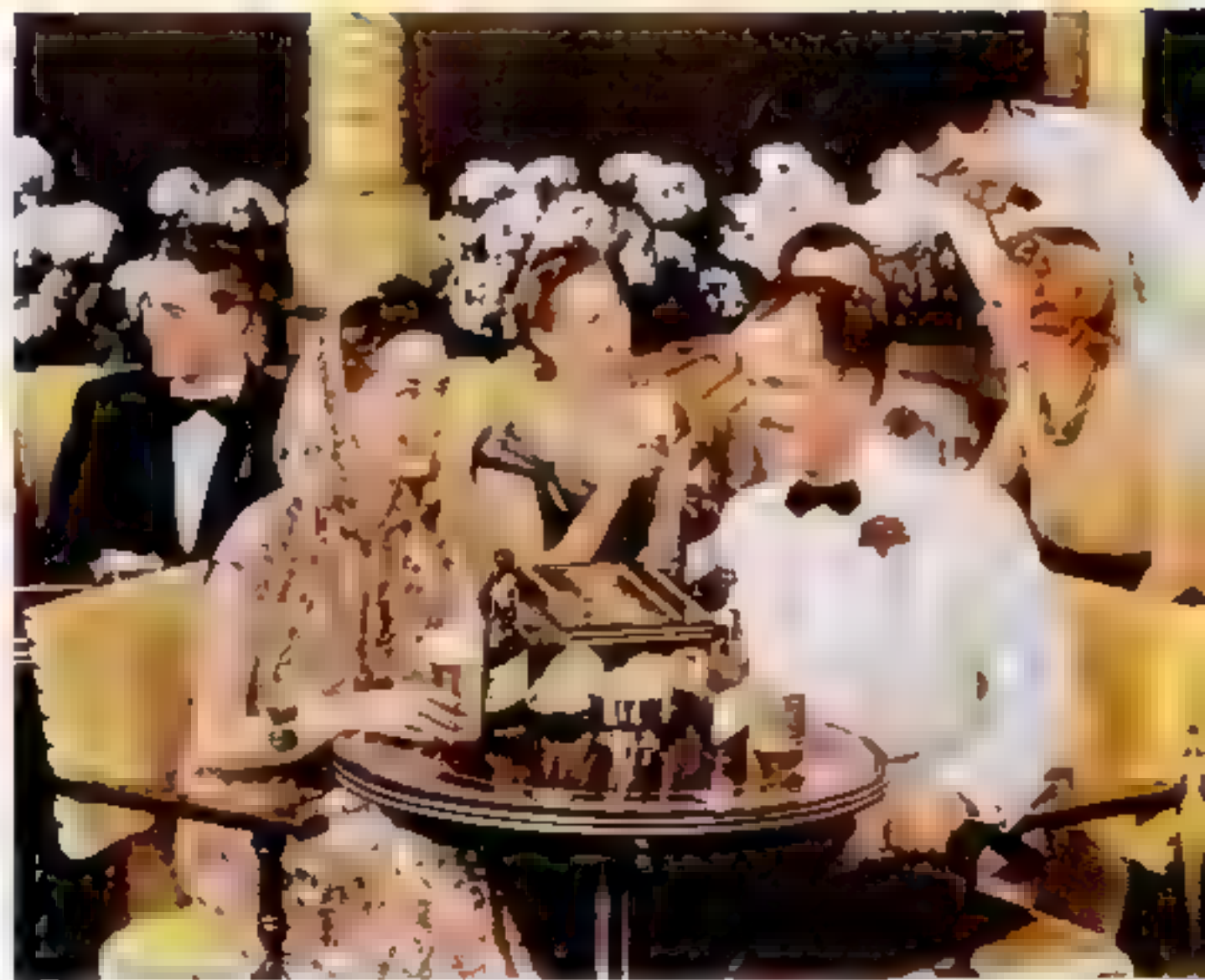
... the call of the...
... the call of the...
... the call of the...

At Boston's Swank Copley-Plaza *PABST gets the Call!*

**For Keener Refreshment . . . It's Lighter . . .
Brighter . . . Brisk-Bodied, Not Logy!**

● You certainly step out in smart company when you order Pabst Blue Ribbon. From coast to coast—in America's finest restaurants, hotels, clubs and lounges—*Pabst Gets the Call!* . . . Because Blue Ribbon is the more delicious beer that's lighter . . . brighter . . . brisk-bodied, not logy. Nothing heavy to slow up its delightfully refreshing tingle.

That's why Pabst is more *keenly* refreshing and thirst-quenching. It permits you to enjoy glass after glass, for it has a sprightlier golden goodness you *never* tire of. . . . This master-blended formula is a 95-year Pabst secret. So don't expect to find it in any other beer. When you want keener refreshment—remember . . . give *Pabst* the call. Demand BLUE RIBBON, the beer that's tuned to America's *smarter* taste!



At The Mark Hopkins on Nob Hill . . . the call of the . . .
... the call of the . . .
... the call of the . . .

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America's Homes, too, Give Pabst the Call!

From coast to coast, Pabst is first in America's homes. This overwhelming preference by family and guests is the truest measure of popularity. And 95 years of Pabst quality has won this leadership. Order Pabst Blue Ribbon today. Your choice of bottles or handy, space-saving cans.



Pass the word . . . you want

Pabst BLUE RIBBON



"THE SHOOTING OF HUEY LONG"

A painting for LIFE by John McCrady

The first and the last bosses of Louisiana met the same end—death by assassination—248 years apart. One came from Rouen, France; the other from the red-clay hills of Winn Parish, La. At left is Artist John McCrady's conception, especially painted for LIFE, of the shooting of Huey Pierce Long. As if in astonishment, the bronze bust (*extreme right*) of René Robert Cavelier, Sieur de La Salle, shot by a mutinous follower in 1687 in the new French colony of Louisiana, looks down in 1935 on the staggering Kingfish

Huey Long had a goal and a plan. His plan was a mixture of Moses, Bryan and frontier-leveling called "Share Our Wealth." His goal was the White House. A profane prophet of Utopia, in the Depression years his glittering promise of \$2,500 a year, homestead, car and radio for everyone lured some 4,000,000 people to believe that Huey Long would make "every man a king." To many others he looked like a U. S. dictator in the making. Huey was smart—the smartest man in "Looziana," he boasted. He was accused in his time of meitement to murder, blackmail, usurpation of constitutional authority. Only a charge of criminal libel stuck. Few dared to challenge his rule in Louisiana for seven years, until the night of Sept. 8, 1935.

It was the seventh special session of the State Legislature ("I can buy legislators," he said, "like sacks of potatoes"). As a U. S. Senator, Huey had no business on the floor of the House, but he was still Boss. To the delight of the galleries, he clowning in the aisles, flailed his arms, shouted down opposition, and was putting his "program" through with his usual dispatch.

There were 39 bills. There was money for schools among them. Free textbooks and roads had made him governor. There was also his latest and biggest feud. Huey had waged many others: with Standard Oil, the utilities, the press, the New Orleans ring. This time the feud was with Franklin Roosevelt. The President had not shared the wealth as Huey said he had promised to in return for support at Chicago. Huey had turned filibusterer against the New Deal and all its works, given it cold shivers over 1936. The New Deal fought back by indicting top Longsters for income-tax evasion, turning Long's Federal patronage over to his enemies. But Huey was ready with a 1935 version of States' Rights, a bill to jail Federal agents exercising "unconstitutional" powers in the State ("I'm the constitution in Louisiana"). Another, a minor bill, gerrymandered a stubborn anti-Longster, Judge B. H. Pavy, off his district bench.

The Tulane University year-book eight years before had predicted that Carl Austin Weiss Jr. would "go out and make the world take notice." In Baton Rouge that Sunday evening, Sept. 8, 1935, young Dr. Weiss put on his white-linen coat, told his wife he was going to make a few calls. He made only one. On the way to the State Capitol he brooded over a sister, a brother-in-law, and a patient, all euhred out of teaching jobs by the Long machine that controlled

the State down to the last policeman and fireman. He thought of his wife's father—Judge Pavy

In the State Capitol which Huey Long had built in 1931-32 (tallest building in the South), the Kingfish was in fine fettle, grinning, strutting, whispering. The House neared adjournment for the night. Huey swaggered in his jointless way toward the lobby, with a last command: "Everybody be here in the morning." It was fun to be Boss.

The only drawback was his mortal fear for his life. With few exceptions (*e.g.* the Sands Point men's room) he was never without heavily armed bodyguards like Paul Vortier, Murphy Roden, Joe Messina (onetime hotel detective, mauler of news photographers, Huey's favorite). They were behind him now as Huey's sports shoes clicked down the ornate corridor toward the governor's office. He barely noticed a young man in a white-linen suit step from behind a pillar beside him. The young man pressed an automatic against Huey's side, fired. It was 9:26 p.m. One bodyguard who dove at the youth barely escaped the bullets of the others. "Firecrackers!" laughed someone back in the Chamber. There were 61 bullet holes found in the assassin's body, only two bullets. Many another ricocheted about the gaudy, multicolored-marble foyer where the linen-clad body lay for 24 minutes before it was identified as that of Dr. Carl Austin Weiss Jr. On the way to the hospital, Huey murmured, "I wonder why he shot me."

Huey Long lingered for almost 31 hours, talking gibberish about his forthcoming book, *My First Days in the White House*. He was only 42 when he died (La Salle was 43). A hushed and obedient House quickly passed the "program." A slate already designated by Huey won the next election, pledged "to carry on the work." But Huey left too many heirs, and the successors of a Boss who talked glibly of Mississippi as a province and invaded Arkansas faced difficulty in holding Louisiana. Friends and foes alike fell apart. His heirs were thirsty for Federal funds and patronage, quickly made peace with the New Deal. The income-tax cases, in what Westbrook Pegler called "the second Louisiana Purchase," were cynically forgotten. The old feuds are settled now but there are feuds for Huey's mantle.

There were ugly stories that Huey Long had been shot down by his own bodyguards, that Carl Austin Weiss Jr., no lone assassin, was a member of a conspiracy known to Huey himself a month before the shooting. The coroner's jury dodged fixing the blame. A legislative inquiry died

in committee. But after four years, rumors are stirring in Washington which indicate that others may try to solve as yet unexplained angles. How, within six minutes of the shooting, 18 minutes before any body in Baton Rouge knew who the assassin was, did a Washington newspaperman know his full name: Dr. Carl Austin Weiss Jr.? Why have neither friends nor foes of Huey Long seemed anxious to clear up the mystery once and for all?

This painting of the assassination of Huey P. Long in 1935 is the second in a series of dramatic scenes in 20th Century American history which are being painted on commission from LIFE by America's foremost contemporary artists. Artist John McCrady was born in Canton, Miss., 27 years ago. In New Orleans he now paints the Deep South he knows: small Southern towns, cotton country, Negro spirituals (LIFE, Oct. 18, 1937). Best known for such emotional Negro scenes as *Swing Low, Sweet Chariot*, McCrady combines realism and fantasy. In the painting opposite, he has inserted himself as the shocked witness with mustache behind Huey Long.

SPORTS

BYRON NELSON CONQUERS HIS GOLF JITTERS AND WINS THE U. S. OPEN



BYRON NELSON AND CUP

It was a hot afternoon in July 1931 at the Glen Garden Country Club outside Fort Worth, Texas. On the 18th green, 19-year-old Byron Nelson, son of a feed-store owner, was lining up a 3-ft. putt. If he sank it, he would win the club championship. But Byron did not sink it. He had an attack of nerves. His

hands felt glued to the club shaft and the ball jerked off to the right. Said wisecracks: "He'll never be a champion. He can't stand the pressure."

Last week at the Philadelphia Country Club, 27-year-old Byron Nelson won the U. S. Open Championship. Because the winner stands to make \$50,000 in exhibitions and endorsements, the Open is golf's toughest test of nerves. Nelson showed he had conquered his jitters. In five nerve-racking days, under a broiling sun, he went 108 holes, beat the greatest field of golfers ever assembled. After the regular 72 holes, he was tied at 284 strokes with Denny Shute of Huntington, W. Va., and with Craig Wood of the Winged Foot Club, New York. After 18 holes of play-off, he was still tied with Wood, both shooting 68's. Next day, however, Nelson went to town. On the first nine holes he shot five pars, one birdie, one miraculous eagle, hit the turn in 33. It was too much for Wood, who pushed his approaches, lost the championship by three strokes.

Nelson won the Open because his low, booming drives carried 250 yd., because his approach shots were accurate, his putting true. But infinitely more important, he won because he refused to let bad shots ruffle him. Somehow, since that summer day in 1931, he had learned to "stand the pressure."

Nelson was the only one in the field of 165 golfers whose game did not blow up. The rest, like bowling pins, fell down one by one. Every trap and every patch of rough blasted somebody's dreams of a championship. A few of the collapses were:

Craig Wood, 37, has never won a major tournament. This time he seemed a winner in the first play-off until his ball hit a spectator on the 18th fairway. As police carried the bleeding, unconscious victim away, Wood paled, asked "What have I done?" His next shot was over the pin, and he missed an 8 ft. putt. Next day, his game was not as good.

Sammy Snead, West Virginia hillbilly, also looked like a sure winner until he took an 8 on the last hole of the final round. Needing a 5 to win, he hooked his tee shot, then walloped the ball from the rough with a wood. The ball stuck in a bunker. He dubbed the next and booked the following. When he finally got to the green, he took three putts.

Bud Ward, amateur from Spokane, Wash., got a bad cold the night before the final rounds, wore a heavy sweater in the blistering heat. Out the next day in 35, he needed only to play par golf to win. On the short 11th he bounced from one trap to another, took a 5. From then on his shots rocketed from rough to rough. He also hit a spectator.

Clayton Healner, former candy-factory worker, from Charlotte, N. C., shot a record 66 in the morning of the final day, then skyrocketed with an 80.



BREATHLESS SPECTATORS RACE TOWARD 17TH GREEN OF THE PHILADELPHIA COUNTRY CLUB ON THE FIRST DAY OF



THE BIG CROWD ON FIRST PLAY-OFF DAY SURROUNDS 11TH GREEN, AS WOOD, UPSET BY HITTING A SPECTATOR (UPPER



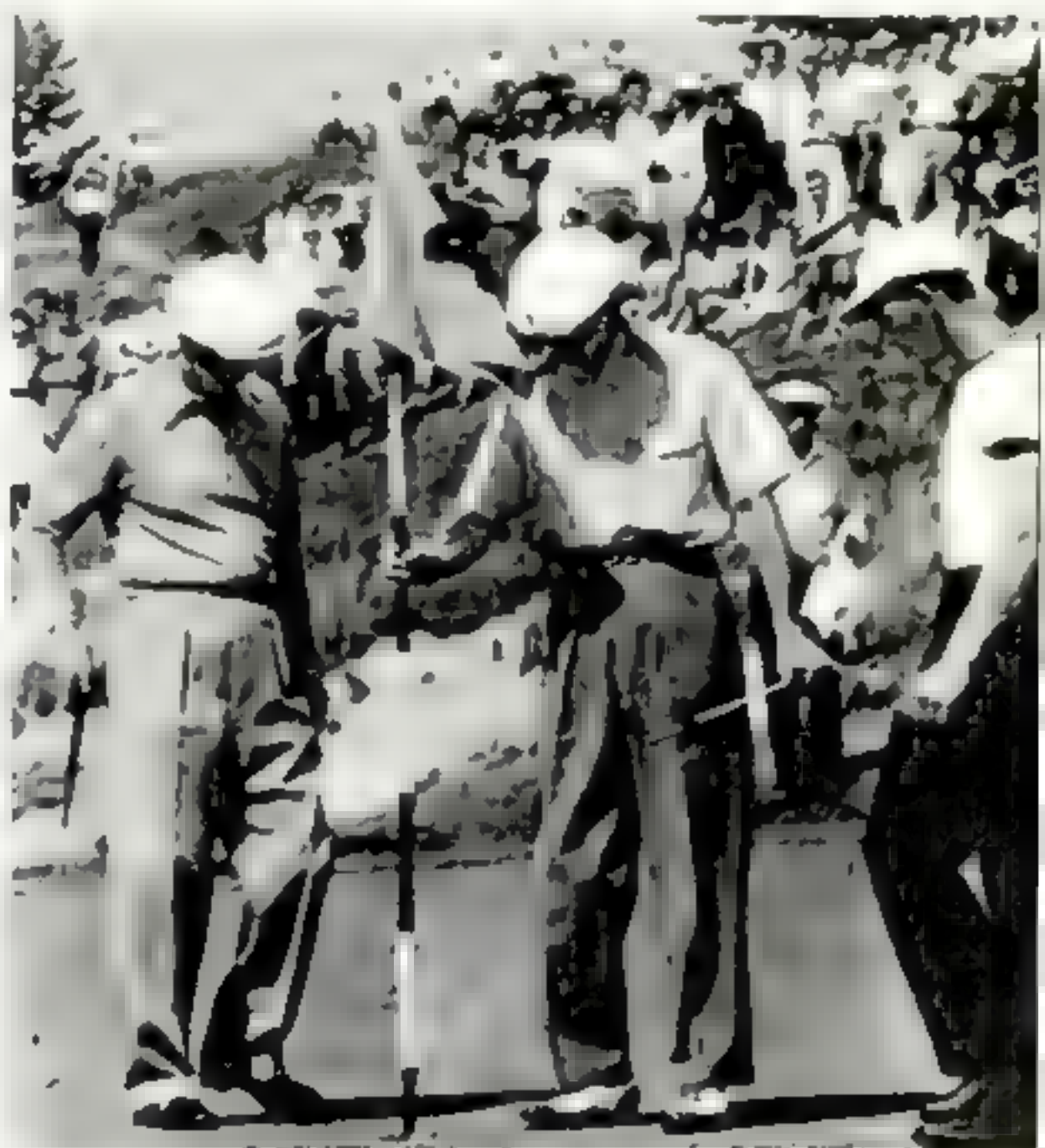
THE PLAY-OFFS OF THE NATIONAL OPEN. A BIG CROWD OF 21,000 FOLLOWED THIS YEAR'S CHAMPIONSHIP MATCH



RIGHT), MISSES AN 8-FT. PUTT. BY SO DOING HE LET NELSON TIE HIM, FORCED MATCH INTO ANOTHER PLAY-OFF



Hit by a hooked shot off Wood's brassie, Bob Mussman, a spectator, lies unconscious on 18th fairway. Police picked victim up, carried him bleeding across green right in front of Wood.



On last day, at the 4th hole, Nelson won the match by firing a No. 1 iron against the flag for an eagle 2. Above, he lifts pin to let ball drop. Below, Nelson pitches from trap to 13th green.





Gavrilo Princip, Bosnian student, fired the two shots that killed the Archduke Franz Ferdinand and wife. He was picked by the Black Hand Serb patriotic society because he was the best shot. He used a Browning. He was sentenced to 20 years in jail. He died of tuberculosis in prison in 1918. A tablet in Sarajevo now memorializes Princip as a Yugoslav patriot.

SARAJEVO

THERE, 25 YEARS AGO, TWO BULLETS STARTED THE WAR

Just 25 years ago this Wednesday, two pistol shots cracked in the obscure town of Sarajevo on the southern edge of the Austro-Hungarian Empire. One bullet killed Archduke Franz Ferdinand, heir to the throne of the Dual Monarchy. The other killed his morganatic wife. The man who fired both shots was a humble, 19-year-old Bosnian student named Gavrilo Princip (*shown at left*). That day's work started the greatest war the world has ever seen, taking 8,500,000 lives, destroying \$36,000,000,000 in property and plunging the world into an unending series of depressions and crises that have not stopped yet. On these pages LIFE looks back to what happened at Sarajevo in a set of rare pictures taken at Sarajevo on June 28, 1914, and to the nightmare aftermath.

All Europe was at peace that June. A heat wave was setting in. The Austrians were placidly holding Army maneuvers in Bosnia. Thither went Franz Ferdinand. Meeting his wife in a suburban hotel, he motored into Sarajevo. The Austrian police had been warned of a Serbian plot to kill the unpopular Archduke but took no precautions. At 10:03 a.m., a bomb bounced off the open car in which he was riding with his wife through Sarajevo, hurt three officers in the following car. After the Mayor's speech of welcome Ferdinand canceled the procession program but decided to visit the bomb casualties. Nobody remembered to tell the chauffeur about the change in route. He made a wrong turn, stopped to back up and presented a stationary target to the waiting Princip.

A month later, in midsummer quiet, troops moved into Serbia to maintain Austrian prestige. Within a week most of Europe was marching and the "little war" had become the biggest in history.



Archduke Franz Ferdinand reviews troops in Bosnia June 26, that day kisses his wife at hotel outside Sarajevo (*right*). She had followed him down from Vienna for ceremonies.



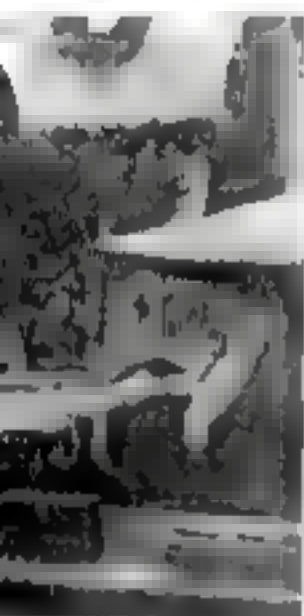
X marks spot where car turned wrong way, stopped, gave Princip perfect shot. Afterwards, Sarajevo's Croats and Moslems bearing Emperor's portrait rioted against Serbs.



Doomed Archduke and wife, having been bombed once that day and formally received by Mayor, leave the Town Hall.

The Archduke had interrupted the speeches to say, "You receive me with bombs! It is shocking!" Governor Potiorek, whose plumes can be seen, was certain the Serbs would not try twice in the same day. He provided no extra guard

rek, whose plumes can be seen, was certain the Serbs would not try twice in the same day. He provided no extra guard



Bomb is thrown at royal couple at 10:03 a.m., June 28, on drive through Sarajevo. Here policeman stands on board holding down fragments.



After the City Hall reception, the Archduke and wife set off to hospital to visit casualties of morning bomb.



Archduke's car, ten seconds before the murder, starts turning corner (marked by champagne bottle) by mistake.



Wreckage in Sarajevo by Serb-haters, encouraged by the Austrian authorities to protest the assassination of the Archduke Franz Ferdinand.



Conspirators Chabrinovitch and Princip, in foreground with soldiers, are led into criminal trial (Oct. 1914).



In courtroom, the conspirators include: first row, Chabrinovitch, Grabesh, Princip, Ilitch and Yovanovitch.



MEN MARCH OUT TO DEATH

Altogether, 65,000,000 men got into uniform to fight the World War. Unlike the little professional wars of the past, this one was fought by Europe's entire able-bodied male population. Germany was the first to discover that civilian

armies could be as unruly as professionals. A year is a long time for Germans dragging eastward across the ruins of Poland. They are led by German officers, majors and captains and, at the front, the hordes are carrying





THE PRISONERS ARE LUCKY

These German shopkeepers and workers in Cambrai *before* have seen their last of the War, for the British have taken them prisoner. In background shells still explode and the smoke of war lies along the horizon. Some 1,000,000 Ger-

mans were captured, 2,000,000 Russians, 2,000,000 Austro-Hungarians, but only 150,000 Englishmen and 3,000 Americans. These latter had the highest average of intelligence and morale in the War. Bad soldiers make good prisoners.



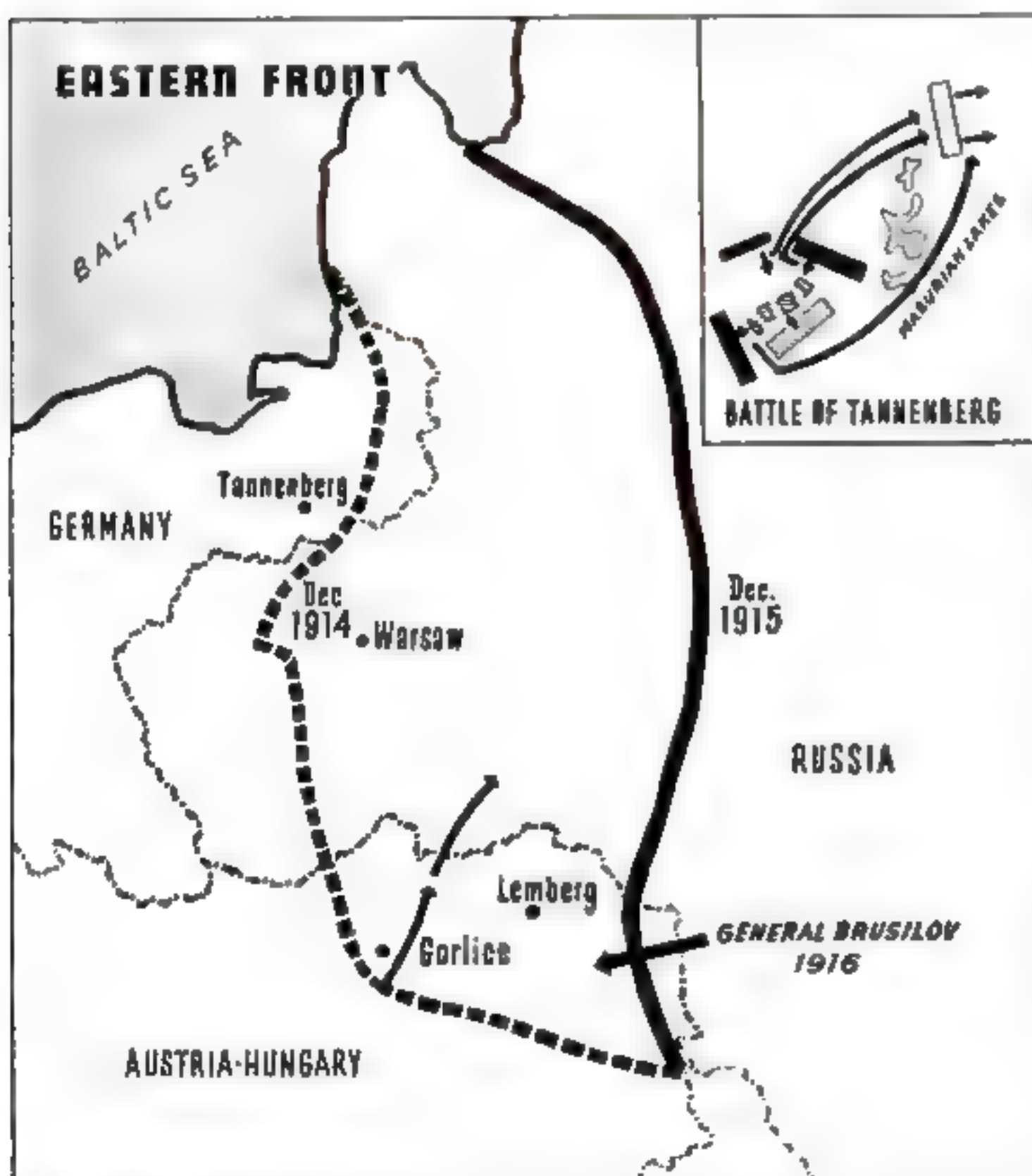
THESE WAR MAPS SHOW HOW 57,000,000 SOLDIERS MADE



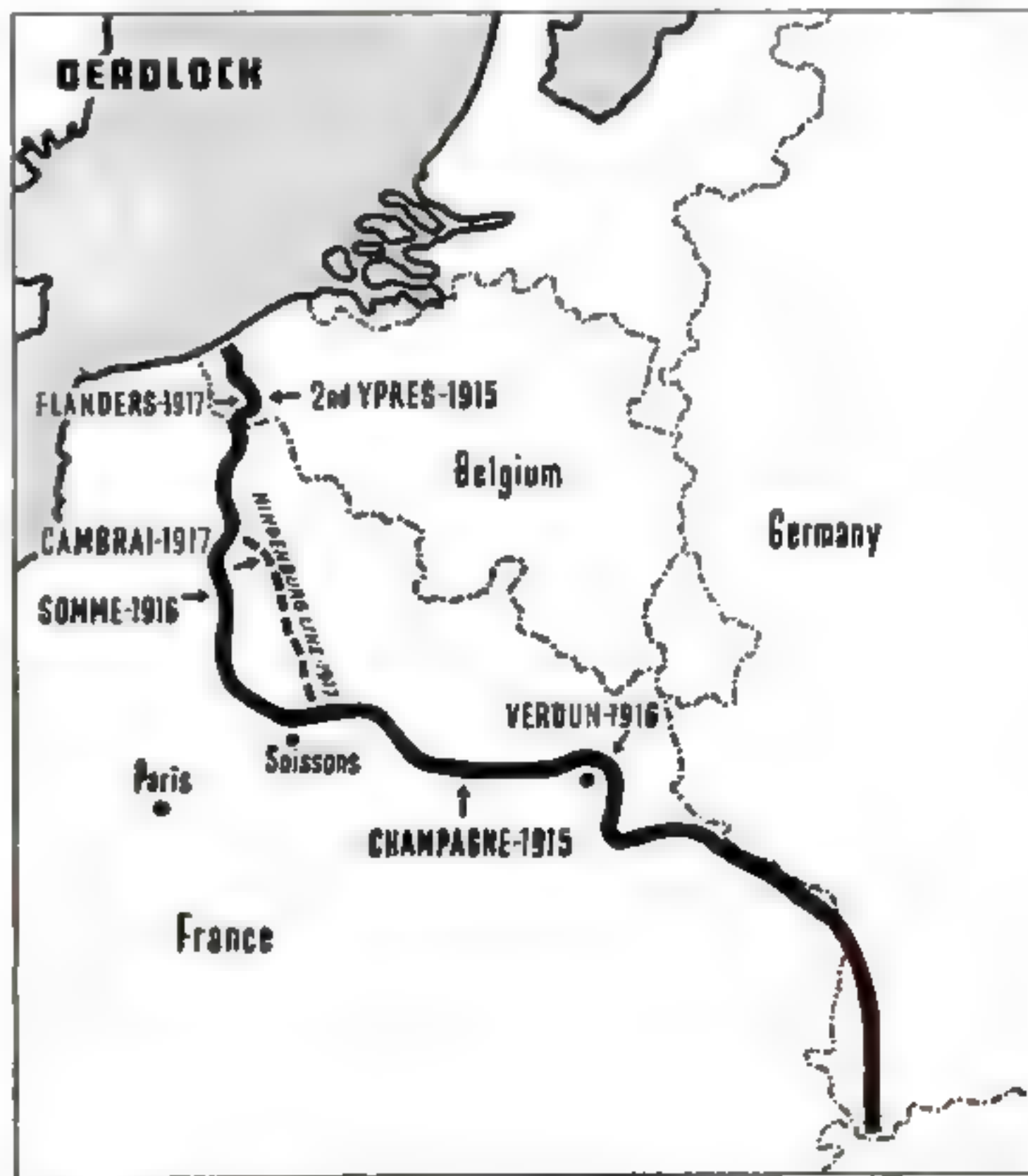
The men who "started" the World War spent a happy carefree month after the Sarajevo assassination. As French President Poincaré quit the Czar in late July, not even diplomats knew that the Austrian Foreign Minister Berchtold was plotting an ultimatum to Serbia—a cheap little trick to get big prestige out of a little war. Austrian troops moved against Serbia, July 20, and by August 4 the War was on for Russia, Germany, France and England.



The German generals relied on the famed Schlieffen Plan to conquer France in five weeks. It was a great wheeling movement through Belgium, pivoting on Metz. Starting Aug. 4, it rolled over Liège and Namur, drove the British "contentibles" back from Mons. Fatal changes disjointed the Plan as it approached Paris, opened the hole at the Marne where the Allies attacked Sept. 6 and drove the Germans to the Aisne and a four-year deadlock.



The Russians lunged hastily in August 1914, to divert the Germans from the Western Front. Hindenburg and Ludendorff (marked in black on inset map) first lured one Russian army to destruction, then raced across the Masurian Lakes to outflank the other. Against the Austrians at Lemberg, however, the Russians won. The 1915 Gorlice drive chased the Russians to the black line. Brusilov got nowhere. In 1917 the Bolsheviks quit.

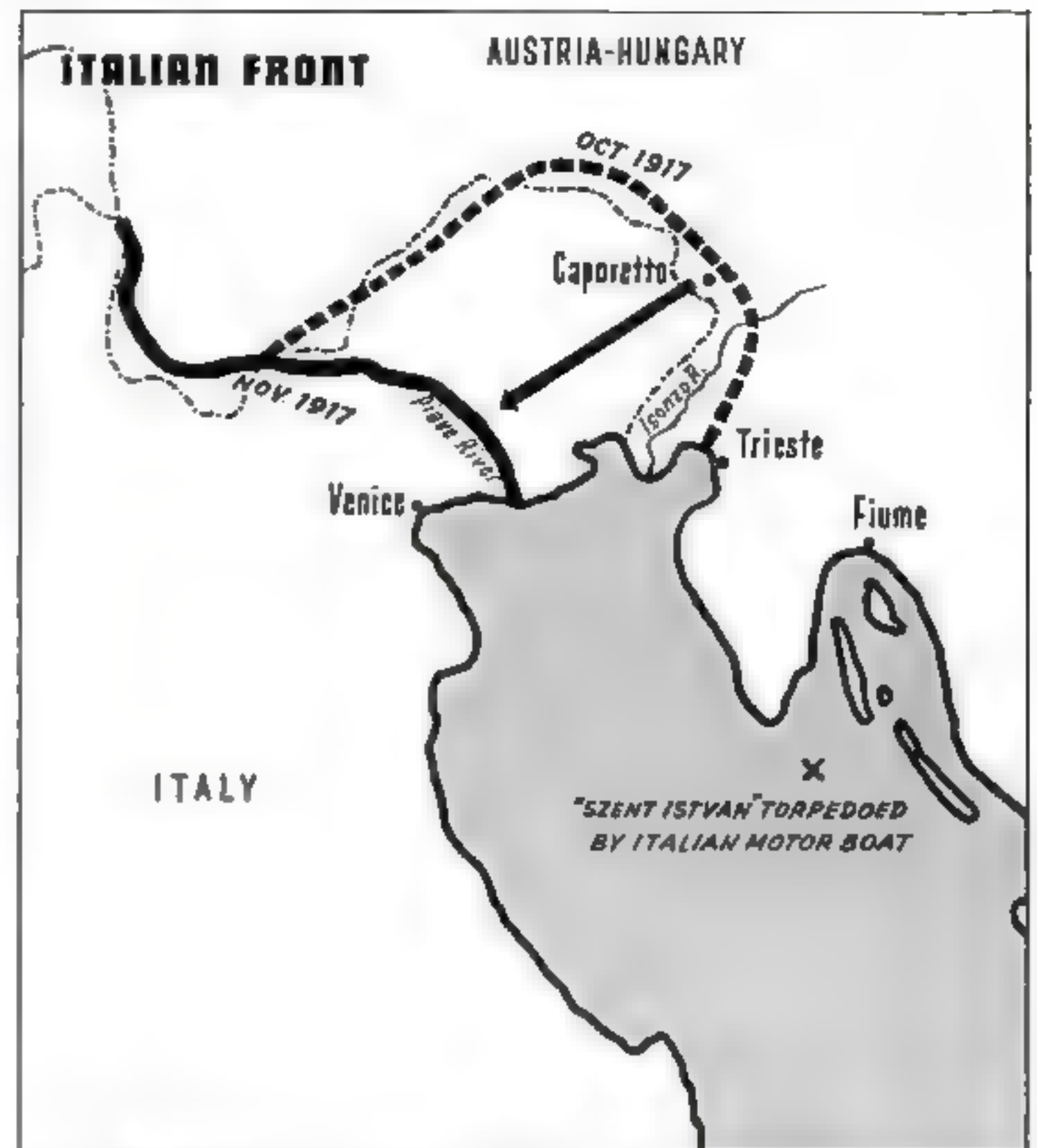


The Western Front consisted of the terrible black line shown above, winding from Switzerland to the English Channel. Here half the world squatted for three years. The little arrows show titanic battles with titanic casualties—294,000 at Champagne, 105,000 at Second Ypres, 1,197,000 at the Somme, 740,000 at Verdun, 742,000 in Flanders, 35,000 in the British tank attack at Cambrai. But the decisive break-through was yet to come.

FOUR-YEAR BATTLEFIELD OUT OF CONTINENT OF EUROPE



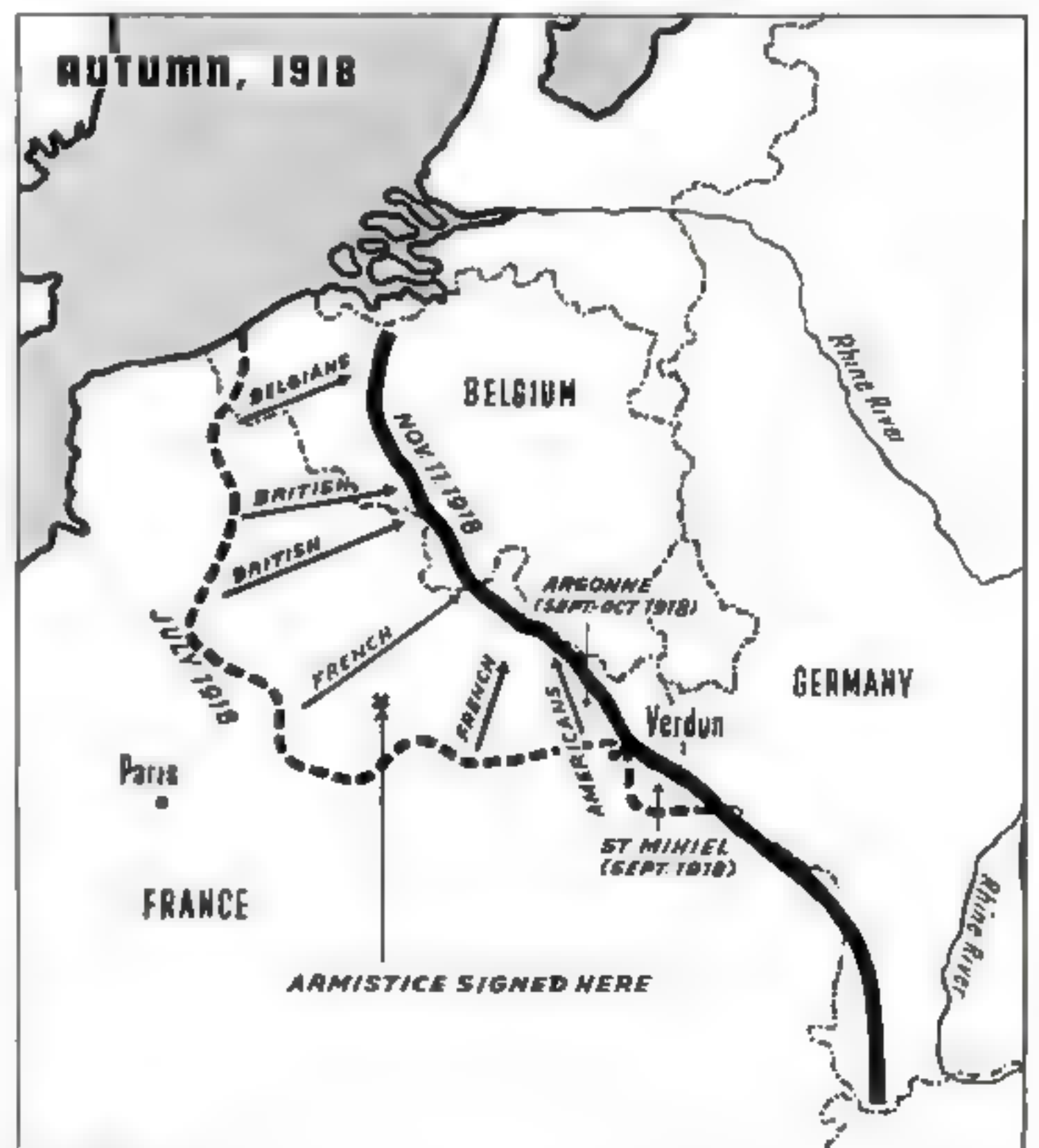
A whole continent was the battlefield and its flank was down in the Balkans. Here in a back-door thrust British and French landed at the Turkish Dardanelles and at Salonika while Greece was still neutral. The first was an outright failure, the second was long a stalemate. Austria wiped out Serbia with help of Germany's Mackensen and the Bulgars, met the Italians driving up from Albania. In 1916, Mackensen and Falkenhayn took Rumania.



The essence of simplicity was the war in Italy. For three years the Italians fought hard and steadily drove the Austrians across the Isonzo River in the East. They also sank an Austrian battleship. By October 1917, the Italian soldiers had grown tired of war and victory. German shock troops attacked and drove the Italians deep into Italy to the line of the Piave River. This was Caporetto, the name that still makes Italians blush.

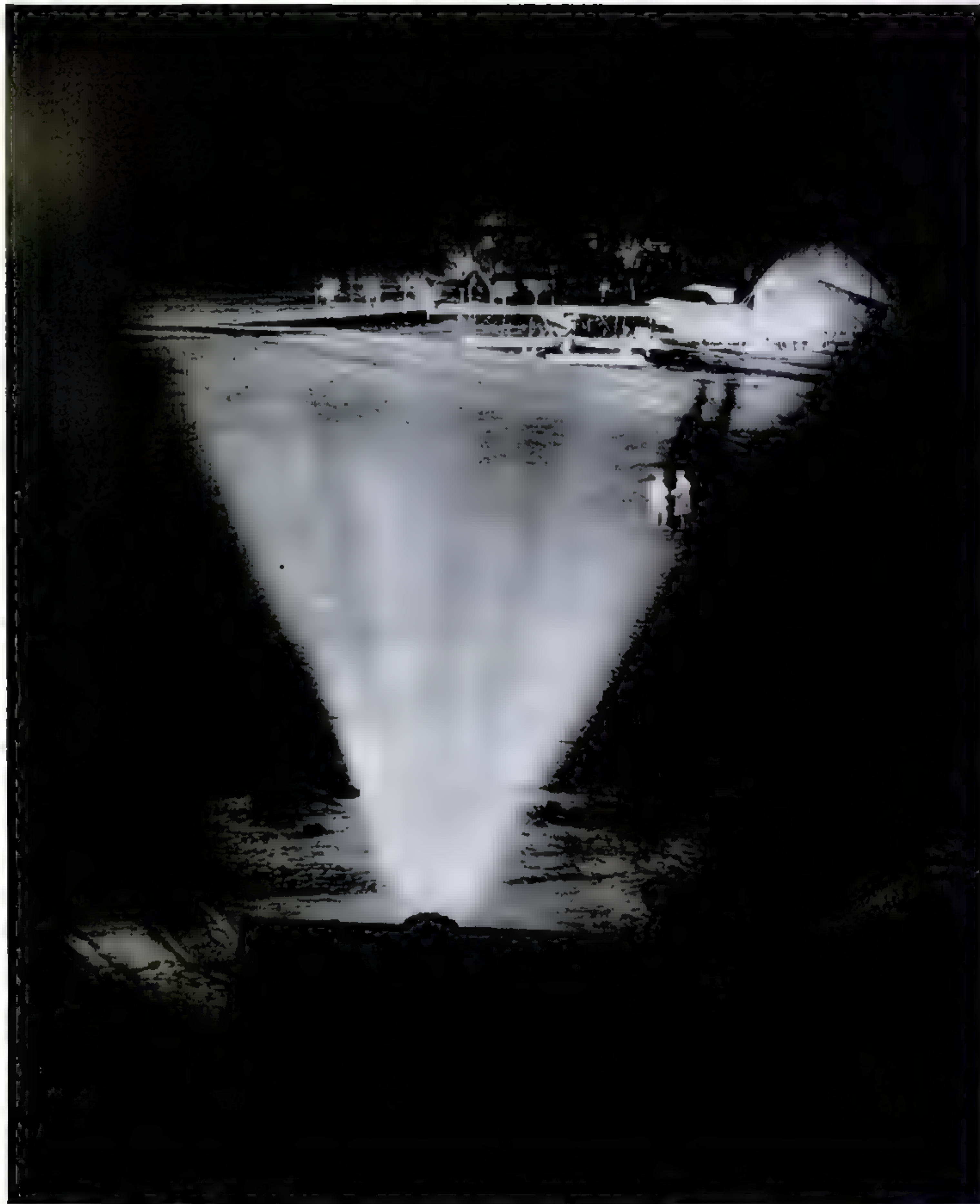


Germany nearly won between March and July 1918, reinforced by German armies released by the Bolshevik Revolution in the East. The French and British were almost finished. The first few Americans arrived in time to stop the Germans at Chateau-Thierry (June 1) and Second Marne (July 15) and gave Allies a potent moral boost. Once the Germans achieved the long-sought break-through near Amiens but Allies closed the gap.



The Allies' victory came from their first co-ordinated attack with all armies on the Western Front, on the Balkan Front and on the Italian Front. Now the unlimited American supplies were pouring into the Allied armies. The Americans were assigned the toughest part of the line, St. Mihiel and the Argonne, and attacked "like football players," with a dash new to the Western Front. The Armistice was signed in the Forest of Compiègne.

CONTINUED ON NEXT PAGE



THE AIRPLANE GAVE THE WAR ITS GREAT HEROES

In this picture French bombers are waiting for the take-off in the beam of a searchlight. Nobody knew just what to do with the plane when the War started. A few helped scout the First Battle of the Marne. The first war planes were crude German Taubes, French Farman's, British Avros. These developed into the fast, maneuverable fighters of the great aces. To the end of the War they were used

chiefly as scouts and wholesale bombing was just beginning when the War ended. From 1914 to 1918, under the whip of military necessity, aviation made its greatest four-year progress in history, and the supreme individual heroes of the War were aviation aces—Germany's Richthofen and Boelcke, France's Guynemer and Fonck, Britain's Bishop and Hawker, U.S.'s Rickenbacker and Luke.



THE BRITISH BATTLE CRUISER "QUEEN MARY," HIT BY A SCORE OF BIG GERMAN SHELLS, EXPLODES. BELOW: H.M.S. "INVINCIBLE" GETS DEATH WOUND AT JUTLAND



On May 31, 1916, the greatest total of floating steel the world has ever seen in one place gave battle at Jutland. The British Admiral Jellicoe with an overwhelming superiority fought a bungling, defensive battle and lost 112,000 tons to the Germans' 59,000 tons. But the admiral of the British scouting force, Bently, attacked boldly, lured the Germans in and lost the *Queen Mary* (top) and *Indefatigable*.

At the height of the battle British Admiral Hood arrived on the *Invincible* and had his Q turret amidships blown off (above). His ship broke in two and sank under him, with a loss of all but six of its 1,026 men. Reason for the high British casualties was the lack of precautions against igniting the magazines by explosion flash. But afterward the British still held the sea and starved out the Germans.

THE NAVIES' FLOATING FORTS MEET AT JUTLAND

THE WAR WAS FOUGHT IN THESE SHELL-POCKED LABYRINTHS



Trench warfare on the scale of the World War was something new in warfare in 1914, though it had been used by Robert E. Lee in the Civil War. Here, in September 1916, French soldiers crawl down the communicating trench at top, zigzagged to avoid enfilade fire, to reach the first line

trenches at bottom for an attack. This picture was taken from a French plane. Millions of men lived for four years in these no-man's-land interminable barages pitted the earth around them. Water drained into the trenches and into elaborate caverns men learned to dig beneath them.

Many men never saw the enemy, got not much better than a
eye view of the cut across only in front of their trenches
before they were blown to death. They had to fight literally
in battle while doing nothing more than sit in a hole.
With this warfare, the day of heroes was definitely past.

THE RUSSIANS THROW THEIR HANDS UP, THEIR RIFLES DOWN



The Russians were all too often seen in this position, their hands in air, their 1891 Mouzin rifles on the ground. But it has been often forgotten that the Russians won a great victory over the Austrians in the first months of the War at Lemberg. The Russian hordes were brave and hardy and

they were often deliberately thrown away to relieve the German pressure on the Western Front. The Germans notably did not destroy the Russian armies, despite the great victories of Tannenberg, Masurian Lakes and Gorlice. So vast were the distances on the Eastern Front that the war

there never became entirely a trench deadlock. Its vast maneuvers strewn the Carpathian passes and the Polish plains with dead. The Russian Army was the climactic proof of the impossibility of moving millions of men about as though they were the mobile columns of oldtime warfare.



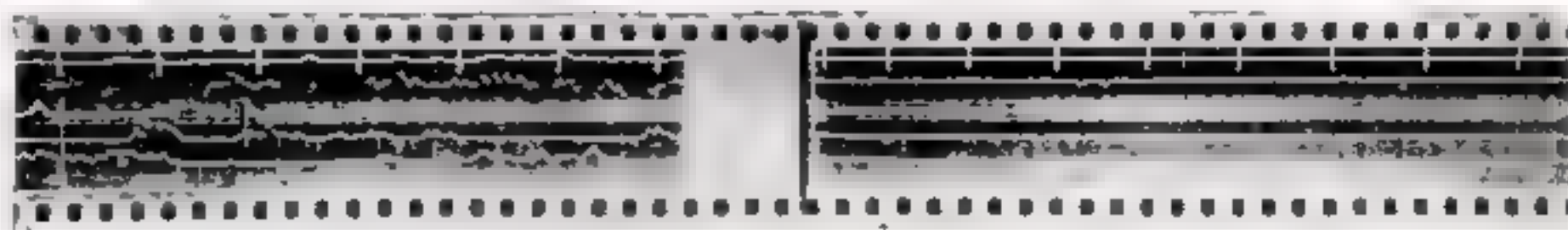
Burned by mustard gas, these British Tommies guide themselves by one another's shoulders at an advanced dressing station near Béthune in the last year of the War. The Germans first tried gas in 1915 and were so surprised by its success that they missed the chance for a break-through.

Gas, later used by the Allies as well, became a prime point in atrocity propaganda. In the attack in which these men were disabled, the Germans dropped so many mustard-gas shells that the gutters of Armentières ran with the stuff. Though some 25,000 men were killed by other gases on the

Western Front, mustard gas in practice is a potent nuisance but not a terrible weapon. Properly used, it is dropped on the flanks of an area to be attacked, to prevent counterattack on one's own flanks. But so great is the psychological dread of gas that today the gas mask symbolizes the next war.



PRISONERS OF WAR AND THE SOUND OF PERCE



10:59 A.M.: ALL GUNS FIRING

11 A.M.

11:01 A.M.: ALL GUNS SILENT

The stunning moment of peace is shown dramatically in this strip of sound-ranging film on the American front near the River Moselle. At the left are the last vibrations of the terrible cannonade that had pounded the Western Front for four years. Early on the morning of Nov. 11, 1918, word reached the battle lines from the Forest of Compiègne that the German plenipotentiaries had signed an armistice in Generalissimo Foch's private railway car and that firing was to cease at 11 a. m. At the right of the film strip is shown the straight lines of silence, broken only by one little squiggle when an exuberant gunner fired a private salute to peace.

The mass of German prisoners shown on these pages are the Germans of the end of the War. They were captured by the British be-

tween the Aisne and the Somme on Aug. 21 and 22, 1918. Though at the end, boys of 16 and men of 50 were filling up the holes in the German battalions, these prisoners are still preponderantly the grown men who stood off the world for four years. The German armies did not break. They retired in good order before the rampaging Victory Drive of the Allies to the Rhine. But the German home front had cracked months before. The British naval siege had starved the German people to its knees, made German mothers weep to look at their rickety babies and brought out the peace agitators in force. The professional soldiers of Germany had nothing more to offer and passed the aftermath of Franz Ferdinand's assassination at Sarajevo back to the civilians.





FOUND IN PLANE CRASH WHICH KILLS PARENTS, SMALL BOY GETS OSTRICH-FEATHER CRIB FROM TARZAN'S

MOVIE OF THE WEEK:

Tarzan Finds a Son

Hazards of child-rearing in jungle are bravely conquered

One hot summer evening in the year 1912, a struggling young Chicago writer named Edgar Rice Burroughs found himself unable to get to sleep. The result of his insomnia was an idea for a novel, which he later wrote in longhand and called *Tarzan of the Apes*. After almost every other publisher in the U. S. had refused it, *Tarzan of the Apes* was finally published by A. C. McClurg & Co. in 1914. It promptly became a best-seller. In the quarter-century since his first appearance, Tarzan has appeared in 19 more novels by Mr. Burroughs, which have been translated into some 57 languages and dialects, and sold a total of 25,000,000 copies. Book sales of Tarzan have, however, accounted for only a small fraction of Tarzan's value to his creator, who has also

realized handsomely from Tarzan's appearance on the stage, screen, radio, in magazines and comic strips. Penknives, candy, chewing gum, bread, ice-cream cups, jungle costumes and two post offices—Tarzan, Tex., and Tarzana, Calif., home of Author Burroughs—have been named after Tarzan.

Most famed Tarzan in the movies is Johnny Weissmuller, 1924 & 1928 Olympic swimming champion whose pictures cost M-G-M about \$1,000,000 each. *Tarzan Finds a Son*, fourth and latest of this series, shows its hero bringing up a picayune Tarzan by whose presence the future of the series seems assured. Fashions in the jungle change. In *Tarzan, the Ape Man* (1932), Maureen O'Sullivan wore only a small pareu. She now has a knee-length shift.



Boy grows up to swing on trees like grown-up Tarzan, who also teaches him swimming and monkey language. Still unable to speak much English, Tarzan merely calls boy "Boy."



Search party arrives to look for traces of missing airplane. The dead aviators, parents of Boy, were wealthy adventurers to whose fortune the searchers are prospective heirs.



Tarzan and ape friend hear search party plotting to take Boy back to England, have themselves appointed guardians to get control of his money. Tarzan and ape are shocked.



Tarzan throws party's rifles into bottom of the canyon to foil the plot. His wife thinks Boy ought to go back to England, and persuades Tarzan to retrieve the rifles. Who married Mrs. Tarzan to Tarzan is a question to which the Hays office owes the public a prompt answer.



Search party starts home, accompanied by Boy and Mrs. Tarzan who has nearly trapped Tarzan in canyon so he cannot interfere with plan. Before they get far, tribe of hostile animals captures the safari, prepares to make them into stew. Boy escapes, runs to Tarzan.

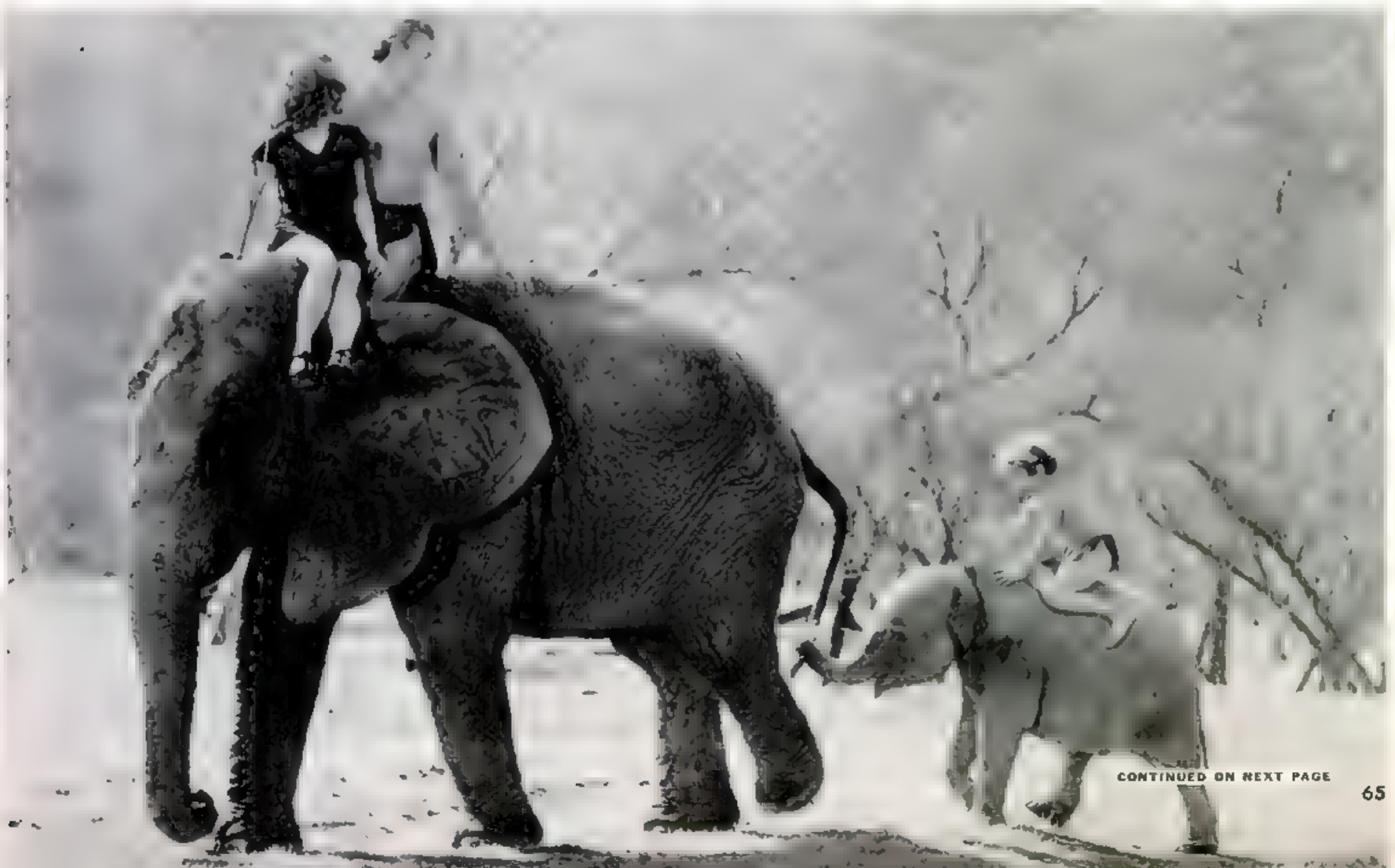


Tarzan gives famed squeal which brings elephants after Boy frees him from trap in canyon. When elephants arrive, he squeals again, causing arrival of apes. In Tarzan pictures, apes and elephants are equal, lent of U. S. Marines. They all set out for the cannibal village.



Village is demolished by elephants and Tarzan who routs cannibal chief, rescues search party, forgives Mrs. Tarzan. Question then arises of whether Boy shall be returned to England for education at Eton or remain in the jungle with the Tarzans and monkey playmates.

MRS. TARZAN, TARZAN AND BOY TARZAN SET OFF FOR THEIR TREE PENTHOUSE, WITH ELEVATORS RUN BY ELEPHANTS. BOY RIDES PONY ELEPHANT



CONTINUED ON NEXT PAGE

ENGLISH ADVERTISING



Reproduction of Bass Ale advertisement as it first appeared in England

Why an English advertisement in an American magazine? To emphasize the distinctive character of Bass Ale and to let you know you can now buy Bass wherever fine beverages are sold.

If you have been to England, Bass Ale needs no introduction . . . If not, a great discovery is in store for you. As a night cap—with meals—or as a tall one, its distinguished flavor and rich body will prompt you also to say, "Great Stuff—this Bass."

Bass

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Since 1777



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Speedy Comfort! No Uneasy Jitters!

STANBACK! In use 27 years! Millions used yearly for speedy relief from headache, neuralgia, muscular aches and similar pains. You've wanted STANBACK'S Fast relief. Get it! Try STANBACK! 10¢ & 25¢ at drug stores.

Snap Back With STANBACK HEADACHE POWDERS

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢ today!

STANBACK COMPANY
SARASOTA, FLORIDA

add ZEST to TOMATO JUICE WITH A-1 SAUCE

A-1 SAUCE

Tarzan (continued)

TARZAN HAS BEEN A HERO



EDGAR RICE BURROUGHS

Putting Tarzan in the movies was first suggested to Author Burroughs by an insurance salesman named William Parsons in 1916. *Tarzan of the Apes*, released in 1918, was one of the first six pictures in cinema history to gross over \$1,000,000. To date, nine actors have appeared as Tarzan in 16 Tarzan pictures. Some have been good and some have been terrible, all have made money. Total gross of Tarzan in the movies thus far is \$20,000,000.

From the point of view of histrionics, Tarzan makes unique demands. The role requires a competent acrobat who is handsome and



First Mrs. Tarzan in the movies was Enid Markey, whose hand Elmo K. Lincoln is here investigating. Like that of all cinema Tarzans, Lincoln's face was clean-shaven.



The best ape in Tarzan movies was this man dressed in a gorilla skin who carried Natalie Kingston about in *Tarzan the Tiger* (1929). Apes in *Tarzan Finds a Son* are real chimpanzees. The last silent-film Tarzan was Frank Merrill (below, with knife).



IN MOVIES FOR 21 YEARS

well-disposed to animals. The only professional actor in the whole list of Tarzans was the first: Elmo K. Lincoln. He was followed by a New York fireman named Gene Polar whose *Return of Tarzan* (1920) was, according to Burroughs, "a stinker." Later came a singer named P. Dempsey Tabler, a circus strongman named Frank Merrill and a University of Indiana football center named James H. Pierce, who did badly in movies but well with Mr. Burroughs' daughter whom he married. All four Tarzans in the talkies have been Olympic athletes—Swimmers Weissmuller and Buster Crabbe, Shot-putter Herman Brix, Decathlete Glenn Morris.

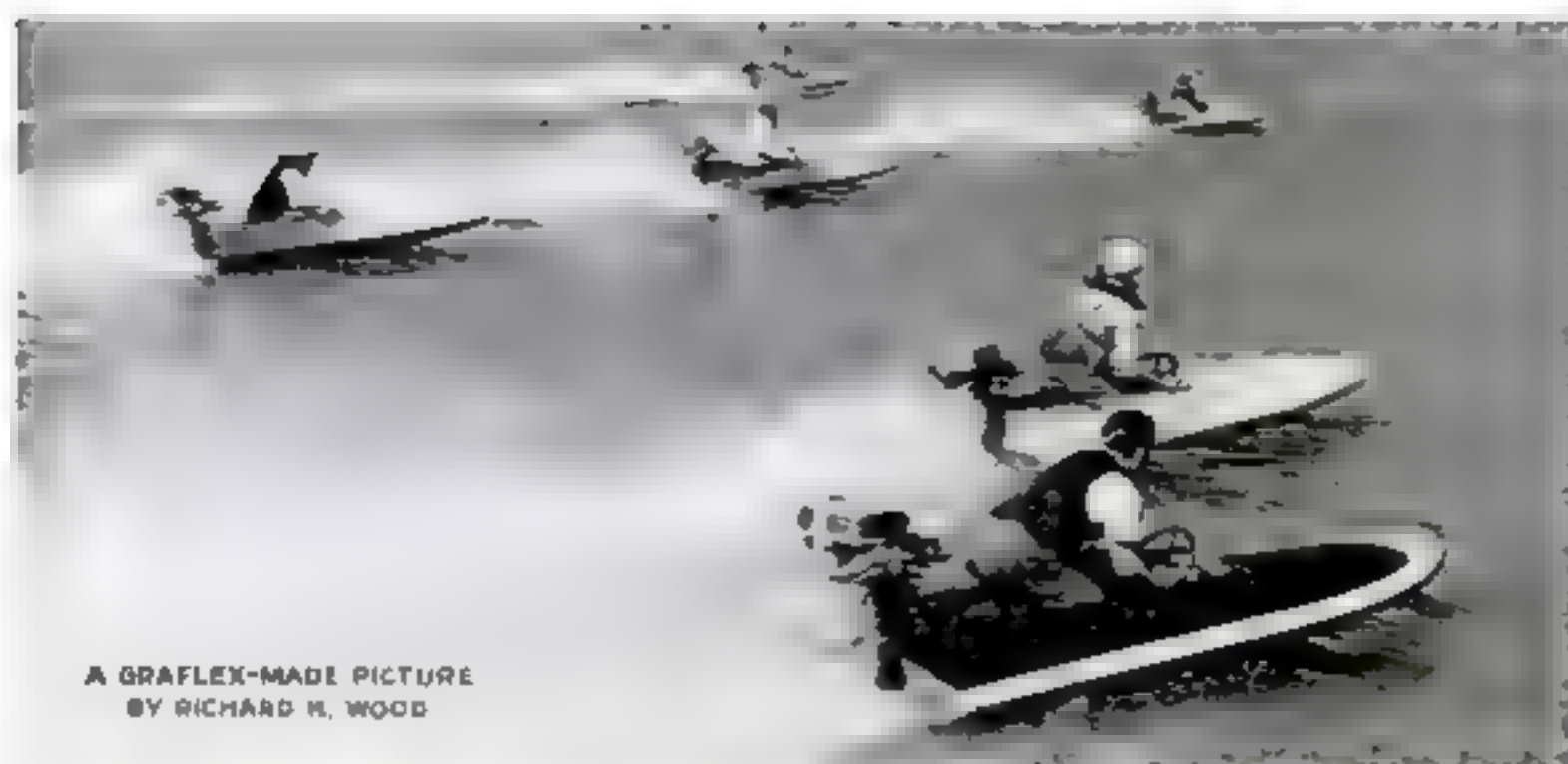
Early Tarzans had hairy chests and wore leopard skins. Costumes of Tarzan's jungle-law wives, fully clothed at first, grew progressively flimsier until the Hays office reversed the trend in 1934.



Fireman Gene Polar's co-star in 1920 was Karla Schramm. Estelle Taylor, who became Mrs. Jack Dempsey, had a bit part in the same picture (*Return of Tarzan*).



Tarzan and the Green Goddess (1930) starred Herman Brix and Ula Holt (above). *Tarzan's Revenge* (1938) starred Glenn Morris and Eleanor Holm (below). Tarzan has no difficulty finding feminine companions whom he treats with chivalry and finesse.



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Spuds are milder, much more refreshing. PLAIN OR CORK TIP

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WIEDEMANN (continued)

While officially disavowing the German-American Bund, the Captain has taken a tight grip on its organization, through his go-between, Vice Consul Hübner. The Vice Consul is a quick, silent little man with a goatee beard and shifty eyes. He is never obtrusive but always manages to be at Wiedemann's elbow. In this country for 20 years, he knows the West Coast inside out. The Bund is not large enough to be a voting power but its Western District members are a useful network for information and agitation. They are fanatic Nazis, submit to a military discipline from their local "Standartenführer" and other officers who are organized exactly as in Germany, and take their Saturdays and Sundays of marching, drilling and "ideological study" very seriously. Each man is assigned, having passed a trial period and been found reliable, to a propaganda or intelligence job, and must report periodically on his progress. Captain Wiedemann has a formula which he uses when asked about the Bund. He says that it is entirely an American organization over which he cannot have any control. And when pressed, admits that its aims are very reprehensible and that it is run by undesirable people. He says that with a very grimace and



WIEDEMANN AND MAX SCHMELING

adds that the Bund has done German prestige in America great harm. But, according to very best authority within the Bund itself, the Captain has been in touch continually with Bund Leader Fritz Kuhn and dictates his policy by holding the purse strings on the cash which comes to the organization by devious routes from Germany. For the time being Wiedemann has decreed that the Bund must keep its mouth shut, concentrate on enrolling new members and make contact wherever possible with anti-Semitic, anti-Communist, and reactionary societies and elements.

The German-American Bund is a convenient tool for the German espionage network. It is a fairly open secret in Berlin's military circles that spying in the United States is profitable child's play, and that despite their implication in the recent espionage trial in New York, Bund members have been more active in it than ever. On the West Coast, the heart of the American airplane industry, they have been particularly active. Many of the best workmen in the large airplane plants are German-Americans. The companies find them skilled, reliable and not easily influenced by labor leaders. In almost every factory, there is a "Nazi cell" which distributes propaganda handbills and stickers. One plant had to discharge three assembly-line men recently for too active participation in Bund politics and suspicion of espionage. Plans and blueprints even of secret Army and Navy types have frequently disappeared. One company posted a notice on its bulletin board a few months ago warning employees to be more careful of blueprints. Almost a thousand had disappeared in the last year.

German military attaches and Consuls, according to the rules, are supposed to deal with spies only through a third person. Captain Wiedemann is careful to avoid direct contact with Army and Navy officers, airplane designers and other people who might throw suspicion on him, but the Intelligence authorities seem to have little doubt that his is the hand behind the game.

Nazi missionary to U. S. farmers

With his own personal propaganda work, the Captain is tireless. With the watchful Hubner in attendance, Wiedemann spends days in the San Joaquin Valley telling the farmers whom he meets along the road about the advantages of a German-American trade pact. Germany needs fruit, lumber, borax and barley, he says, and could take California's entire annual output of dried fruit. This would be paid for with German farm machinery and tools that would come far cheaper than the apparatus now bought in the East. During these impromptu lectures, Vice Consul Hubner stands by to help when the Captain's English fails. Most of the farmers so beset are rather amazed at first by the apparition of the German Consul General, but are fascinated by the idea of talking to Hitler's shadow, and listen attentively to what he says.

Business executives, another important objective of the Wiedemann campaign, are harder to get hold of. The Captain has some

AN EVINRUDE FOR ONLY \$34.50!

Now everyone can enjoy outboard motoring! Never before an Evinrude so inexpensive to own, so handy and economical to operate! The sensational new "Mate" weighs less than ours...capably drives row boats, fishing boats, canoes at a fuel cost of only 2 cents an hour! Amazingly easy to start and simple to operate. Deferred payments available. See your Evinrude dealer, or write for catalog of 9 Evinrude models... Boat Directory of Leading Builders... handy Boat-and-Motor Selector—all FREE. Address, EVINRUDE MOTORS, 4241 N. 27th St., Milwaukee, Wisconsin.



WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

— And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, stunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.



TO BOYS AND GIRLS (and parent or guardian)
And 106 other Valuable Prizes!

You've still time to enter this thrilling contest. Easy to compete—nothing to buy. But hurry!

Go to your bicycle store and get an Official Entry Blank. Then write 100 words or less on "Why I Want a New Departure Speed Changer on My Bicycle." Mail it to—

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ENTER CONTEST NOW! Win \$5,000.00 or more of the \$500 other prizes. Get Official Entry Blank at your bicycle store today!

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NEEDED



Lower Section
MOIST COLD
STORAGE FOR
VEGETABLES AND
OTHER FOODS

NO OTHER
REFRIGERATOR
HAS THIS
ADVANTAGE

Shelves in the
door use no
room inside
refrigerator.

CROSLEY
FREEZORCOLD
SHELVADOR

powerful friends among the steamship-company officials and the big fruit growers. Most of them are somewhat chary of being seen with him in public. But when he is invited to a business lunch, he does a masterly job. He has long since discovered that President Roosevelt, the New Deal and the C.I.O. are the pet hates of the West Coast's executive class, and takes every opportunity to guide the conversation into these channels. The businessmen boil, whereupon he swings neatly into his topic—"Don't you think that the President's foreign policy is a little too radical?" He gathers much information that way and makes friends. When the Captain sees a prospect for conversion he invites him to his office.

The German Consulate General is quite a surprise. A modest little office suite in a building owned by a British insurance company, it breathes an atmosphere of peace and quiet contentment. There are no swastikas in evidence, no pictures of the Führer in the waiting room. When one of the two frumpy secretaries says "Heil Hitler" into the telephone to a fellow German, she breathes the words softly. The Captain politely comes out of his inner sanctum to greet and usher in the visitor. It is a simple, small room, bare of decoration except for a portrait of Hitler that frowns from the wall behind the big but plain black desk. Wiedemann grins, waves his visitor to a chair, sprawls back in his own and immediately starts the conversation. He is a master of innuendo. "This Nazi business has been exaggerated, you know. . . . California is such a relief from all those politics. . . . Anti-Semitism is growing rather rapidly here. Seems a pity in a way, doesn't it. . . . They say I am a Machiavelli with dreadful plans. Do I look it? . . . Disarming roars of laughter punctuate these apparent confidences. It is very difficult, in the atmosphere of that room, to think of wiles and intrigue and to remember that the grinning, friendly man behind the desk is one of the cleverest servants of the dictator whose picture hangs above it. Many have been converted in that little office.

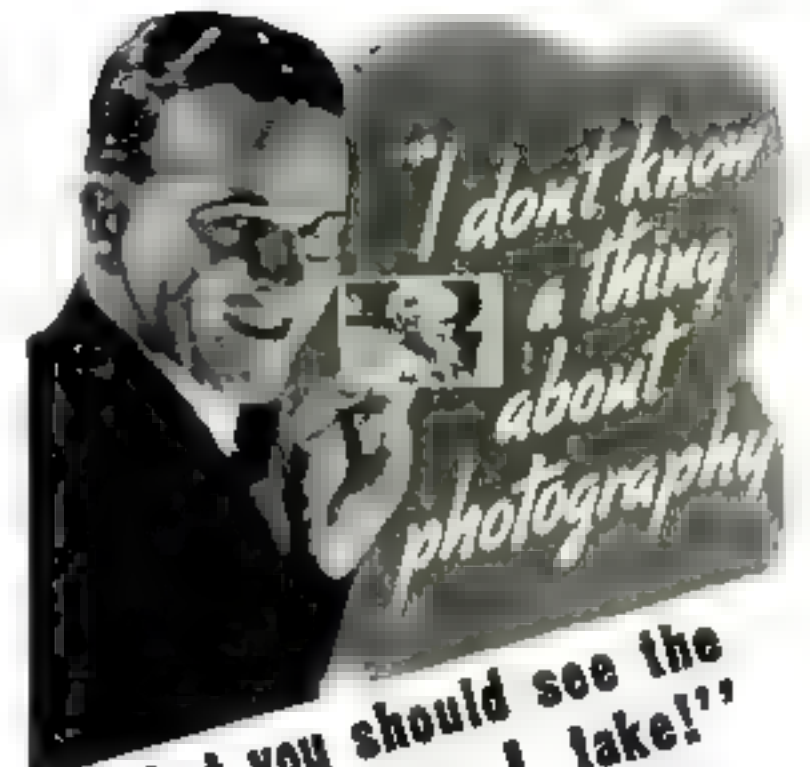
"Princess Steffie" to the rescue

Successful as his campaign in this direction may be, his big propaganda effort is and will remain blocked by the social ostracism that hedges him, prevents his meeting any great volume of prominent people. To break down that obstacle, he and Hitler are thinking of summoning Stephanie, Princess zu Hohenlohe-Waldenburg-Schillingsfurst to San Francisco. This remarkable woman, with her wide international contacts, has more than once performed miracles for the Third Reich. It was she who introduced Captain Wiedemann during the September crisis to the British statesmen who would be most impressed by his warnings of the Bolshevikism and chaos which would follow another World War. When Lord Runciman went to Prague to mediate Czechoslovakia's dissolution, "Princess Steffie" went along and saw to it that he met the right people for Hitler's purpose. She was so successful that after Munich a grateful Führer rewarded her with the castle of Leopoldskron—the magnificent estate, near Salzburg in former Austria, which formerly belonged to Max Reinhardt. Her skill is now to be tried on Los Angeles and San Francisco, where she also has many socially powerful and prominent friends. She can give parties to which her title will attract the potentates of the West Coast, and "Captain Fritz" will casually drop in. The date of the Princess' arrival is not yet definite, but will probably be in the autumn.



WIEDEMANN & PRINCESS STEPHANIE

In the meantime, the Captain is riding out the storm as best he can. He keeps long hours at the Consulate and divides the rest of his time between his missionary expeditions through the countryside and his home. His family have joined him, and with his pleasant, queer wife, an attractive 19-year-old daughter, Anna, and his 14-year-old son, Eduard, he lives a very retired life. Another son, 17, is starting a military career in Germany. Few besides the Consulate Staff come to the Wiedemann home. Sometimes the Captain appears in a San Francisco night club. Generally alone, he sits in a corner, sips his drink, gazes vacantly and looks bored, lonesome and unhappy. He recently remarked to the writer—somewhat sadly—that Americans, though childish in many ways, were not quite so naïve as Europeans were inclined to imagine them. He had found that out, he added. Hitler's great plan for the West Coast is not so easy to execute as it seemed in far-off Berchtesgaden.



... but you should see the
swell pictures I take!

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Falcon Flex

VIEW FINDER SHOWS PICTURE
IN ACTUAL PRINT SIZE

At last a real Reflex style. TWIN LENS camera at a decidedly moderate price. See just the facial expression or view you desire. In the viewfinder—without lifting your head. Takes critically sharp snapshots or time exposures and has 3 stop openings.

with 75mm
Faster lens

\$5.95

with 57.7 Achromatic lens

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PICTURE SIZE
2 1/4" x 2 1/4"
12 views on
No. 120 film



and this is the NEW
Falcon MINICAM SR.

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Takes instant
snaps, or time
exposures. 16 pictures
(1 1/4" x 1 1/4") on
No. 127 roll film.



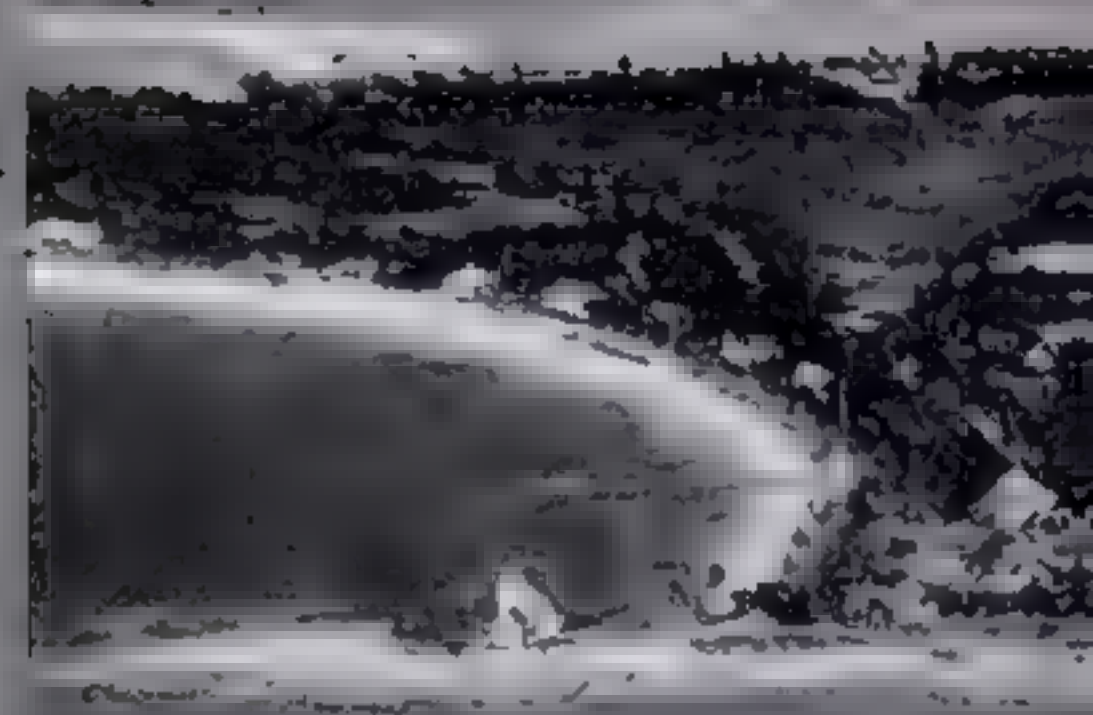
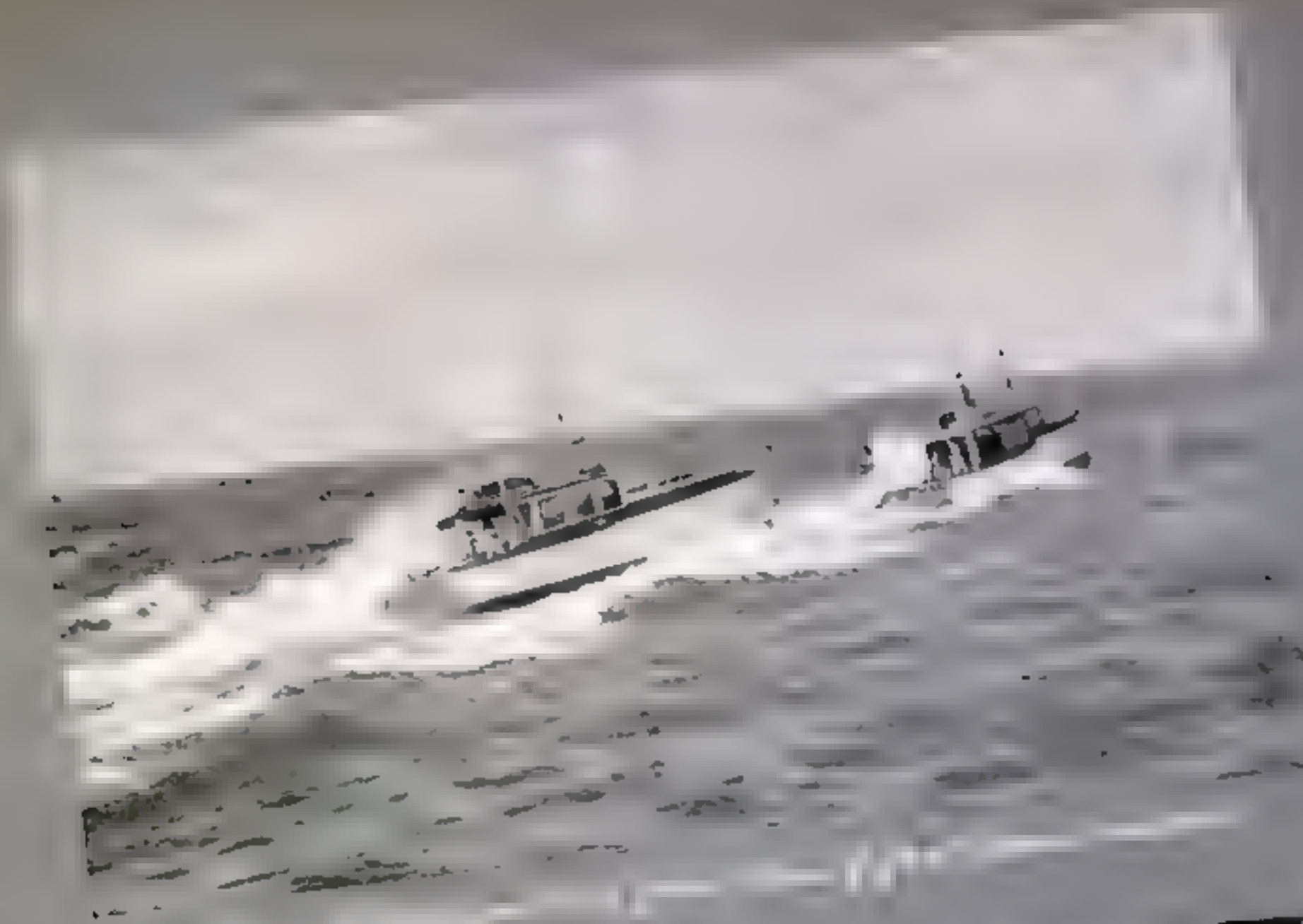
This is the successor to the famous Falcon Miniature. The smart new Falcon Minicam Senior has an all-aluminum case, part covered in simulated leather—and new type shutter release trigger conveniently located near top level for instant action without fumbling! It takes sparkling clear pictures at lowest operating cost.

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FREE—Send for folder showing latest Falcon
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Life



at Cat Cay in the Bahamas, where



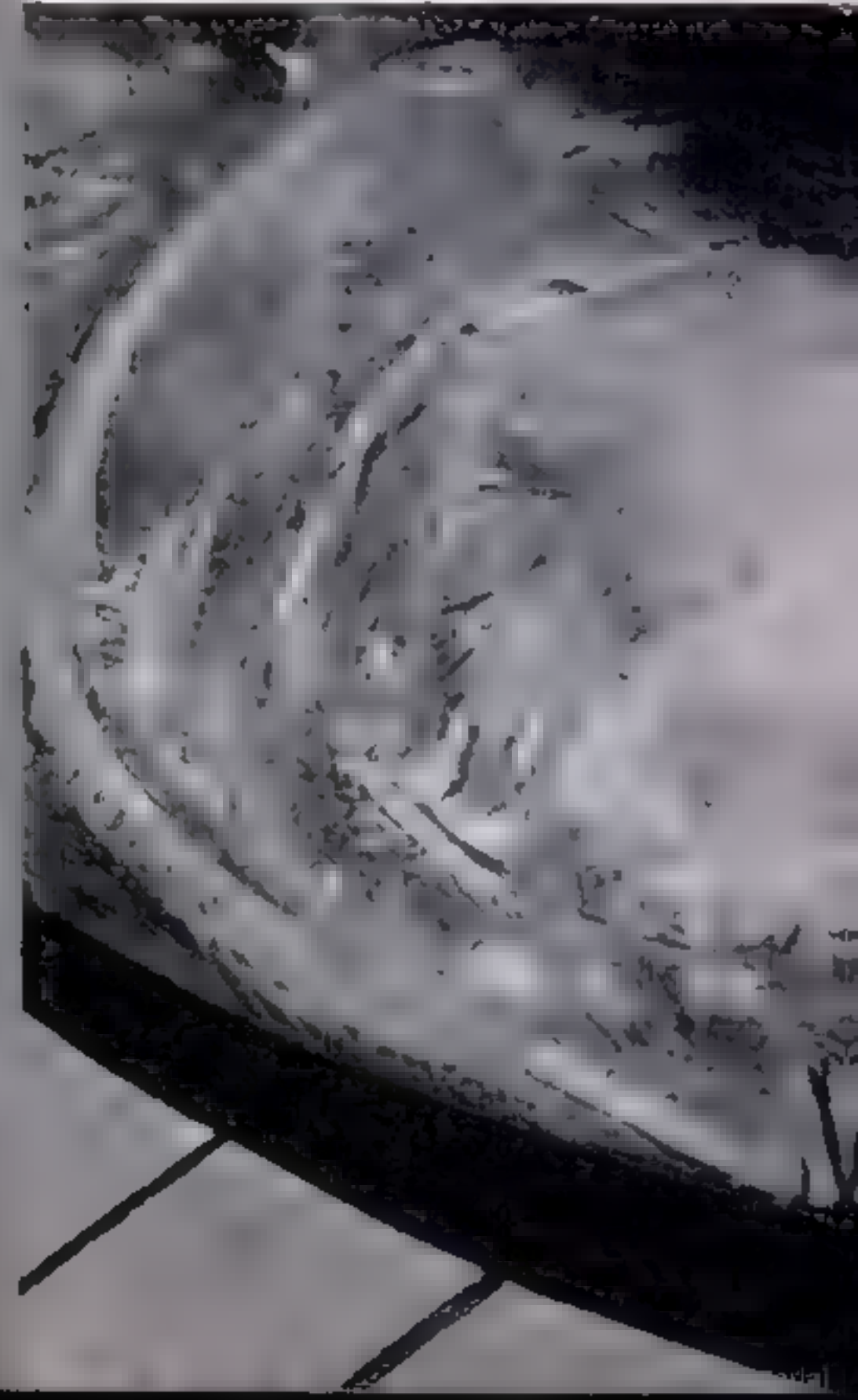
CAT CAY SIGN

According to the sportsmen who fish for them, tuna are one of the world's great game fish. The best place in the world to catch a tuna is that portion of the Gulf Stream which washes the sandy shores of Cat Cay, small low-lying island in the Bahamas. Seven

years ago a New York advertising man named Louis R. Wasey, bought Cat Cay and, with his partner O. B. Winters, rebuilt Cat Cay Manor, where his friends can board for \$25 a day.

Last month Cat Cay was the scene of a unique tuna fishing tournament between local fishermen and teams representing Cuba and the U.S. The tournament was typical because in most such contests the fish frequently refuse to co-operate by being caught.

BLUEFIN TUNA HAS LARGE HEAD, ASTONISHINGLY SMALL





Tuna Fishing

tournament catch sets a record

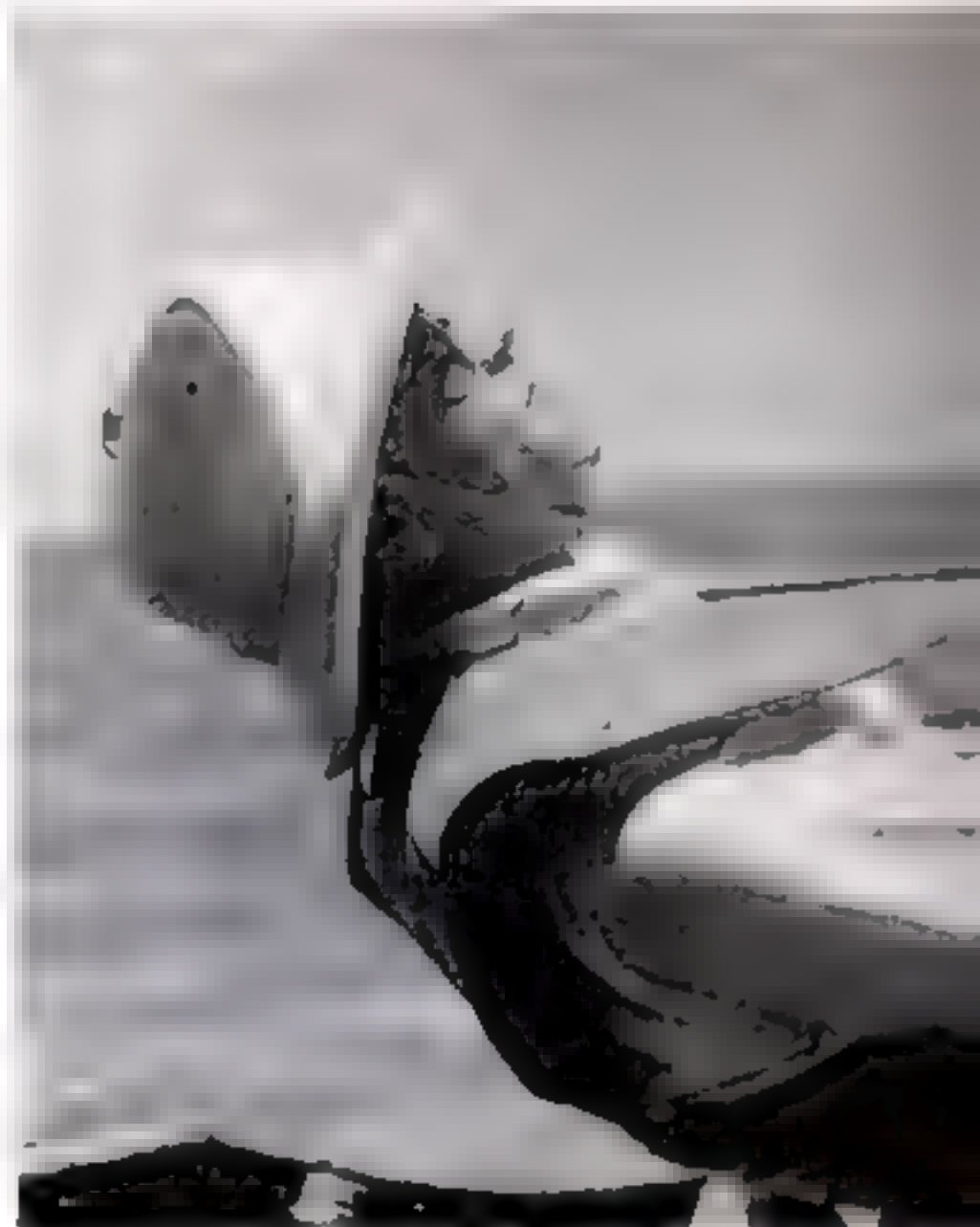
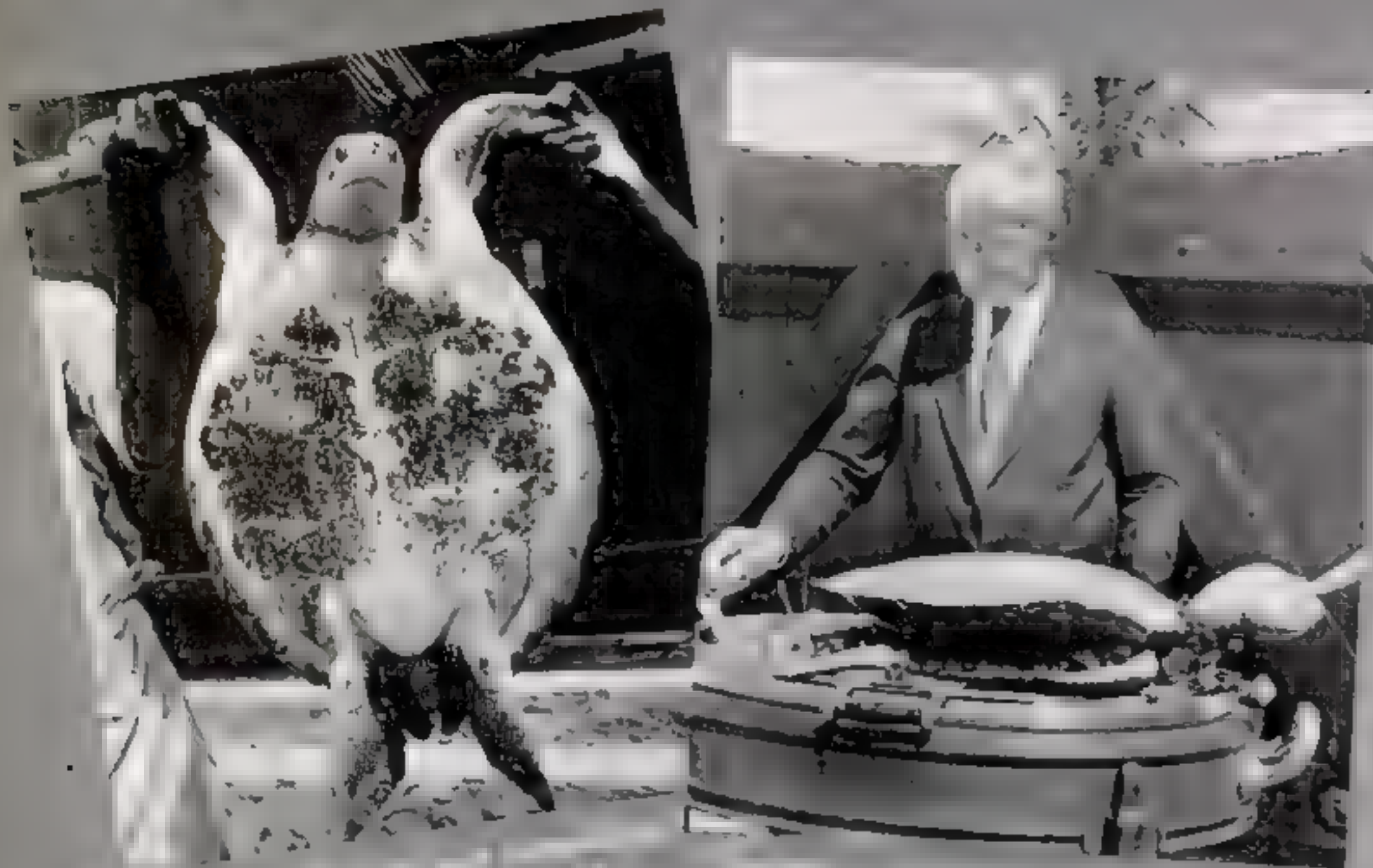
At Cat Cay this time a kind of race-suicide spirit appeared among the tuna. In three days, the two teams caught a total of 62,222 lb. which were carried to Miami by U. S. Coast Guard Cutter *Mogave* and distributed to the city's poor.

There are three kinds of tuna—Alson, which are scarce, weigh up to 170 lb.; yellowfin, which are plentiful off California and Mexican coasts, weigh up to 450 lb.; blackfin, which abound at Cat Cay, weigh up to 1,800 lb. Beyond their habits at the end of a fishing, little is known about blackfin tuna. But on May 15, nearly to the day, they appear off Cat Cay. Entrants in Mr. Wasey's Cat Cay Tournament included Tommy Shevlin, Jackie Sanford, Ferd Roebing III, Bradley and Townsend Martin, Henry Sears, Thorne Downey, Grover Lanning and some 30 more of the world's best known game-fishermen. When not fishing, guests passed their time shooting, drinking, swimming or dozing at Cat Cay.

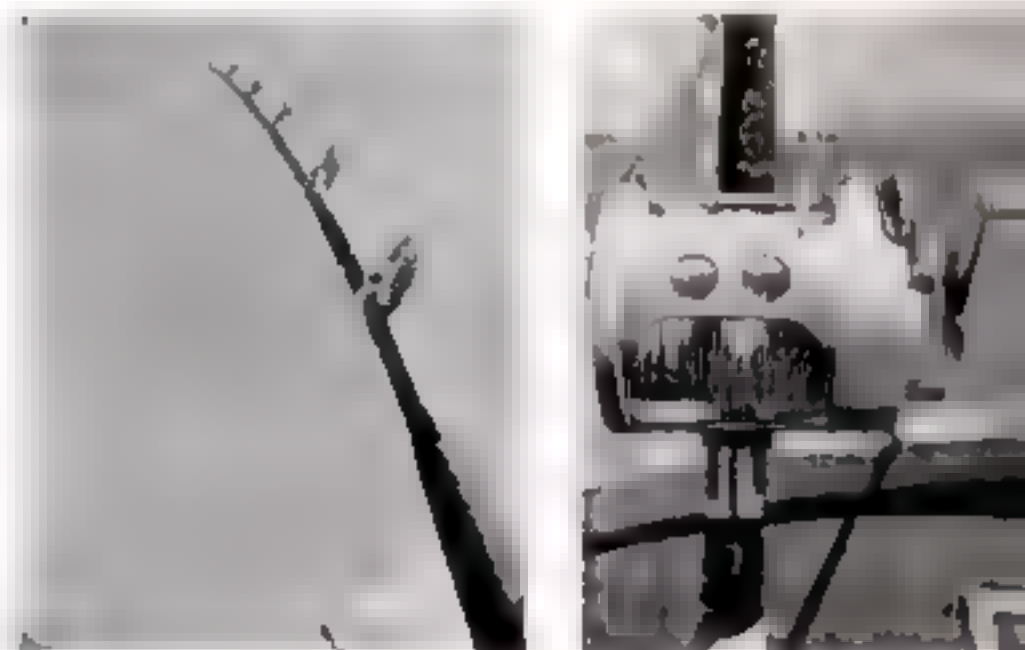
ETH. INSTEAD OF JUMPING, TUNA DIVE WHEN HOOKED.



Shooting sport provides recreation



Julio Sanchez, the world's No. 1 tuna fisherman, works here to pump in a big fish. Fishermen wear soft leather boots so attaching him to his reel, sets in chair, from which the men can



Deep-sea rods cost about \$25 to \$150. First gear for reels can buy rods to reel strain on reel. Forward grip set. Reels equipped with brakes and gear shifts may cost \$600. The reel



Well-equipped deep-sea fishing boats may cost up to \$35,000 but can be rented for some \$50 to \$75 a day. They go about 20 knots an hour. Long poles which look like antennae are out

and expensive pastime



When fish is on line, the trick is to lean back as far as possible pulling rod up in air, then snap forward quickly. The slack in the line thus created must be reeled in fast.



Reels at about half a mile of line. Best is worth \$50 and should be reeled in spool after using. (Close to fish, equipment grows expensive. Best hook costs \$1.50. The feeder lure costs 25c.



Triggers used to keep line out of the boat's wake and make bait skip on surface. When fish strikes, line is pulled out of clothes-trunk on end of outrigger so strain comes on fisherman's reel.



Seaside



Mar-Land



Brilliant Seaside Summer Camp



NATIONAL AFFAIRS

- Most public opinion surveys indicate that the leading popular choices for the 1940 Presidential nominations are:
 - Vandenberg and Farley.
 - Hopkins and Lodge.
 - Pendergast and Hines.
 - Hull and Taft.
 - Garner and Dewey.
- The attempt to impeach Labor Secretary Perkins was based on charges that she:
 - Favored C. I. O. over A. F. of L.
 - Appointed a former Socialist as her assistant.
 - Boasted the Administration would continue to "spend and spend, tax and tax, elect and elect."
 - Made no effort to stop sitdown strikes.
 - Refused to deport an alleged Communist Labor leader.
- "A deliberate lie" was what President Roosevelt called press reports that at a secret conference with the Senate Military Affairs committee he:
 - Called Hitler the "Mad Man of Europe"
 - Admitted negotiating a naval alliance with Britain.
 - Termed the air force "poorly manned and equipped."
 - Placed the U. S. defense frontier in France.
 - Asked for an air fleet of 12,000 planes.
- President Roosevelt was accused of aping Nazi economics when the Administration sponsored a plan to:
 - Sell cheap "Travel Dollars" to foreign tourists.
 - Barter American manufactures for Brazilian coffee.
 - Dispose of surplus cotton by dumping it abroad.
 - Institute a "Commodity Dollar"
 - Increase tax rates against corporations refusing to cooperate in the social security program.
- Chief issue in the big April-May coal strike was:
 - Higher wages and shorter hours.
 - A new "speed-up" program.
 - A "closed shop" to keep out the A. F. of L.'s rival union.
 - C. I. O.'s dissatisfaction with U. S. Conciliator Steelman.
 - The new Houdry mechanical mining process which has thrown thousands out of work.
- Congress refused the navy funds to fortify the island of:
 - Langerhans.
 - Samos.
 - Luxon.
 - Guam.
 - Midway.
- The Reorganization Bill Congress passed this winter differed from the bill on which Mr. Roosevelt met a major defeat last year in that:
 - Only 15 executive agencies can be abolished.
 - The office of comptroller-general is abolished.
 - It exempts 17 major commissions and offices from the President's power to merge or abolish.
 - The President may cut administrative expense 25%.
 - The President may appoint six executive assistants.
- Addressing U. S. retailers May 22, Mr. Roosevelt laid down the New Deal strategy for 1940 by:
 - Offering tax cuts if Business would spend more.
 - Promising a balanced budget by 1940.
 - Refusing to alter his taxing and spending policies.
 - Diverting attention to foreign affairs.
 - Naming Harry Hopkins the New Deal's "favorite son."
- Wage and Hour Administrator Andrews:
 - Asked Congress to modify the Wage and Hours Law.
 - Regards the law as fair to all concerned.
 - Wants the law repealed.
 - Owens a large time-clock factory.
 - Wants the building industries exempt.
- The U. S. answered Germany's absorption of Czechoslovakia by:
 - Sending battleships to the Mediterranean.
 - Joining Great Britain in a "stop-Hitler treaty."
 - Sending an ultimatum to Germany.
 - Upping the duty on imports subsidized by Germany.
 - Deporting German citizens with pro-Nazi tendencies.
- If you were asked to pick the two leading "Isolationists" in this country you would be correct in pointing to:
 - Hiram Johnson and William E. Borah.
 - Bernard Baruch and Key Pittman.
 - Earl Browder and Norman Thomas.
 - Richard Whitney and James J. Hines.
 - Henry L. Stimson and Cordell Hull.
- Vice-President Garner kept the Senate in adjournment through most of February:
 - Because of the serious flu epidemic in Washington.
 - To prevent debate on the deficiency relief bill.
 - To keep the G. O. P. majority from passing legislation.
 - To avoid acrimonious debate on U. S. foreign policy.
 - Because he was busy organizing his Presidential boom.
- Mr. Roosevelt stepped into the war crisis in April by:
 - Warning Hitler that further aggression would mean war with the U. S.
 - Ordering U. S. flags at half-mast on Hitler's birthday.
 - Urging Great Britain to return Germany's colonies.
 - Offering to sponsor a world peace conference if the dictators would pledge non-aggression.
 - Winning and dining the Albanian minister.
- Supporting the Roosevelt foreign policy, Republican Elder Statesman Henry L. Stimson urged the Senate Foreign Relations Committee to:
 - Declare war on Germany.
 - Let the President declare embargoes against aggressors.
 - Join an alliance with Britain and Russia.
 - Stop selling munitions to Japan.
 - Withdraw immediately from all foreign entanglements.
- Secretary Hull's pact with Brazil is important because:
 - The U. S. is now the only country that can sell in Brazil.
 - It wipes out Brazil's debt to the U. S.
 - Brazil can now cut loose from Germany's apron strings.
 - It lowers the tariff against Brazilian coffee.
 - It cuts U. S. trade with other South American lands.
- The A. F. of L. rejected the C. I. O. peace plan to:
 - Appease Germany by ceding two British colonies.
 - Submit differences to the Secretary of Labor.
 - Deport William Green.
 - Unite in the A. F. of L. with Lewis as its president.
 - Form jointly an American Congress of Labor.
- A Philadelphia district court slapped a \$700,000 sitdown damage fine against a branch of the:
 - United Mine Workers.
 - United Automobile Workers.
 - American Federation of Hosiery Workers.
 - Steel Workers Union.
 - United Garment Workers.

HOW WELL-INFORMED ARE YOU?

Test Yourself with These Questions, All Based on Important Recent News

This year the news is happening to you! It is happening to you *at home* — for your job, your income, the value of your possessions and the price of your food all wait on tomorrow's news from Washington. It is happening to you *abroad* — for the outcome of the year's crises in Germany, Spain, England or Asia may change your life overnight. The news is happening to you in medicine and science, in education, business and religion, and in all the arts. And what do you *know* about the news?

• INSTRUCTIONS: This test is reprinted from *TIME* so you can test your knowledge of Current Affairs with the same test used in hundreds of schools at the end of last term. It is a general current affairs test prepared by Prof. Alvin C. Eurich of Leland Stanford University and Etna C. Wilson of the University of Minnesota, co-authors of the cooperative current

affairs test of the American Council on Education. In recording your answers, don't make any marks opposite the questions; use the answer sheet at the bottom of this page. For each of the questions five possible answers are given. Select the answer you think is right, and put its number on the line at the right of the question-number on the answer sheet.

- The fact that it combines the functions of prosecution and adjudication is ground for frequent criticism of the:
 - Circuit Court of Appeals.
 - Brookings Institution.
 - National Advisory Council.
 - National Labor Relations Board.
 - Supreme Court.
- A large C. I. O. union split into two factions, one of which sought A. F. of L. membership, is the:
 - United Automobile Workers of America.
 - Steel Workers Organizing Committee.
 - International Ladies' Garment Workers.
 - United Mine Workers.
 - Newspaper Guild.
- Unequaled was the feat of Captain Lou Gehrig of the N. Y. Yankees, who, on May 2nd:
 - Made 21 put-outs unassisted.
 - Beached himself after playing 2130 consecutive games.
 - Hit the longest home-run on record, 515 feet.
 - Was hit by a pitched ball and refused to take a walk.
 - Struck out 27 men on 81 pitched balls.
- Belonging neither to the A. F. of L. nor the C. I. O., the "aristocrats of labor" whom John L. Lewis wants in a unified labor movement are the:
 - International Longshoremen Union.
 - Radio Guild.
 - American Newspaper Guild.
 - Actors' Equity.
 - Railway brotherhoods.
- Tom Pendergast, jailed for tax fraud, was political boss of:
 - St. Louis.
 - Chicago.
 - Kansas City.
 - Jersey City.
 - San Francisco.
- N. Y. World's Fair's Manager is suave mustachioed:
 - Jimmy Walker.
 - Thomas E. Dewey.
 - Billy B. Rose.
 - Fiorello H. LaGuardia.
 - Grover Whalen.
- Reversing the precedent established 120 years ago by Chief Justice Marshall, the U. S. Supreme Court upheld the right of the States to:
 - Refuse to take part in Social Security Legislation.
 - Refuse Federal relief money.
 - Modify regulations regarding the W. P. A.
 - Reject power developed by U. S. agencies like T. V. A.
 - Tax salaries of Federal employees.
- In almost identical letters addressed to "My dear John" and "Dear Bill," the President tried to:
 - Make his sons and son-in-law stop publicizing their argument about a third term.
 - Patch up peace in the ranks of Labor.
 - Bring conservative Democrats back into the New Deal.
 - Persuade two men to accept Supreme Court vacancies.
 - Keep two of his ablest administrators from resigning.

BUSINESS AND FINANCE

- Early in 1939 the trend of business was:
 - Below the 1938 low.
 - Above the 1938 high.
 - Practically unchanged.
 - Upward.
 - Downward.
- The Houdry process is a scientific discovery expected to:
 - Throw 500,000 coal miners out of work.
 - Enable the Utilities to cut their rates.
 - Give moving pictures a third dimension.
 - Cut the cost of high test gasoline.
 - Furnish an antidote for all poison gases.
- In his January budget address President Roosevelt maintained that the government books could be balanced by:
 - Increasing America's income to \$80,000,000,000 a year.
 - Restoring corporate surplus taxes.
 - Upping taxes on profits from armament manufacture.
 - Cutting expenses one-third.
 - Printing more money.

PLACE YOUR ANSWERS HERE

National	17	34	51	69	88
0	2	18	35	52	70
1	19	36	53	71	89
2	20	37	54	72	90
3	21	38	55	73	91
4	22	39	56	74	92
5	23	40	57	75	93
6	24	41	58	76	94
7	25	42	59	77	95
8	26	43	60	78	96
9	27	44	61	79	97
10	28	45	62	80	98
11	29	46	63	81	99
12	30	47	64	82	100
13	31	48	65	83	101
14	32	49	66	84	102
15	33	50	67	85	103
16			68	86	104
			69	87	105

- The hit of the New York World's Fair is:
 - The Tylon and Perisphere.
 - The industrial exhibits.
 - Sally Rand.
 - Little Egypt.
 - Grover Whalen.
- Under a suggested plan to "postalize" railroad fares:
 - Children could be sent Special Delivery.
 - Season tickets could be sold good for travel on any line.
 - Fares would include delivery of passenger to the door of his destination.
 - Fares would be the same anywhere within a given zone.
 - The fare from New York to San Francisco would be the same as to Albany.
- In the biggest bank failure in five years (The New Jersey Title Guaranty & Trust Co.), most depositors lost nothing because of a Federal Agency known as the:
 - D. A. R.
 - F. D. I. C.
 - I. C. C.
 - N. B. C.
 - B. I. C.
- Ford, Chevrolet and Plymouth have a new competitor, the:
 - Packard 66.
 - Studebaker Champion.
 - Nash 44.
 - Terraplane.
 - German Volkswagen.
- When U. S. Imports from Czechoslovakia were virtually ended by Hitler's seizure of that country, it was of particular benefit to U. S. manufacturers of:
 - Paper.
 - Munitions.
 - Beer.
 - Shoes.
 - Farm machinery.
- The utility industry got the best news it has had in years when it became known that T. V. A. had made a deal with:
 - Harrison Williams.
 - Archibald Graustein.
 - Wendell Willkie.
 - Floyd Carlyle.
 - David Lilienthal.
- The Social Security Board recently figured the average pay of the 30,000,000 wage earners on its rolls during 1937 was:
 - \$445 a year.
 - \$890 a year.
 - \$1,346 a year.
 - \$1,890 a year.
 - \$2,500 a year.

SCIENCE

- Jones & Laughlin will soon make better Bessemer steel by:
 - A new metallic ingredient.
 - Photoelectric control.
 - Smashing steel atoms.
 - More heat.
 - Eliminating slag.
- Biggest radio news of the year is the:
 - Beginning of scheduled television broadcasts.
 - DeForest Audion Tube.
 - Death of the Lone Ranger.
 - Broadcasting of Chinese War battles.
 - Suppression of Elliott Roosevelt's stations.
- The Squalus disaster was the first where sailors trapped in a submarine were rescued by:
 - The Momsen Lung.
 - Radio.
 - Pontoons.
 - The Diving Bell.
 - Escaped through Torpedo tubes.
- The most violent explosion ever created by Man was recently made (together with scientific history) by:
 - Detonation of the great Japanese mine at Nanking.
 - Splitting an atom of uranium.
 - Converting plain water into heavy water.
 - A secret new U. S. explosive.
 - Burning salt-peter in the presence of formaldehyde.
- Famed anthropologist Hooton found many common physiological variations from the general public among:
 - Physicians.
 - Criminals.
 - Traveling salesmen.
 - Aryans.
 - Bankers.
- Late in May moving pictures shown to the A. M. A. revealed how cancer pain is relieved by:
 - Heat treatments.
 - Inducing a 5-day frozen slumber.
 - X-rays.
 - Chaulmoogra Oil.
 - Electrical burning.
- Proclaimed by scientists "one of the most amazing events in the realm of natural history in the 20th Century" was the discovery off the coast of Africa of:
 - A real live mermaid.
 - A living prehistoric fish.
 - A populous, hitherto undiscovered island.
 - Traces of the lost city of Atlantis.
 - Enormous underwater deposits of gold.
- Sulfapyridine is the new cure used most successfully for:
 - Encephalitis.
 - Cancer.
 - Tuberculosis.
 - Scarlet fever.
 - Pneumonia.
- Archaeological find of the year is:
 - The missing link.
 - The mummy of Pharaoh Sheshonk, despoiler of Solomon's Temple.
 - Evidence of Eskimo culture in Yucatan.
 - The bones of the wolf that nurtured Romulus.
 - Ruins of Sodom and Gomorrah.
- Five companies poured \$6,000,000 into a product recently launched as a great boon to motoring safety:
 - New flexible safety glass.
 - Solid rubber tires.
 - An antidote for carbon monoxide.
 - Back seat mufflers.
 - Automatic brakes.



FOREIGN NEWS

56. In his dramatic Reichstag speech late in April, Hitler:
 1. Demanded the Polish Corridor and Lithuania.
 2. Denounced the Anglo-German Naval Pact and demanded Danzig.
 3. Offered to reduce German arms 50 per cent.
 4. Repeated earlier demands for the Ukraine.
 5. Pledged non-aggression in Europe for ten years.
57. Late this spring Italy ended Britain's long campaign to separate her from Germany by:
 1. Grabbing Yugoslavia.
 2. Adding to her troops in Spain.
 3. Breaking off diplomatic relations with France.
 4. Signing a formal military pact with Germany.
 5. Openly supporting the British Fascist leader, Mosley.
58. The German people will "die," according to Hitler's January Reichstag message, unless they:
 1. Conquer the Ukraine.
 2. End Britain's mastery of the seas.
 3. Export.
 4. Learn to live on an ersatz diet.
 5. Recognize their racial ties with Italy and Japan.
59. On his 50th Birthday Hitler was made a Citizen of:
 1. Danzig.
 2. London.
 3. Athens.
 4. Copenhagen.
 5. Strasbourg.
60. Hitler's seizure of Czecho-Slovakia differed from all of his other conquests in that he:
 1. Brought Reich control over a non-Germanic nation.
 2. Met with no armed resistance.
 3. Fought his first battle.
 4. Took land which was not part of Pre-War Germany.
 5. Showed great personal bravery.
61. Mehrer, a new title given Adolf Hitler by his press, means:
 1. More power to you.
 2. Christ-like.
 3. Leader.
 4. Aggrandizer.
 5. Peaceful.
62. "Scum of humanity... blood-stained criminals... butchered millions of its leading intellects with savage blood-thirstiness..." is how Hitler, in *Mein Kampf*, spoke of:
 1. France.
 2. Russia.
 3. England.
 4. Italy.
 5. The U. S.
63. Signatories of the Anti-Comintern Pact now include:
 1. Germany, Hungary, Italy, Japan, Manchukuo, Spain.
 2. Germany, Italy, Japan, Spain, Portugal.
 3. Martin Dies, Rev. Charles Coughlin, Hamilton Fish.
 4. Soviet Russia, England, France, Poland.
 5. Italy, Albania, Ethiopia, Libya.
64. Soviet Foreign Commissar Litvinoff, dropped by Stalin in May, was widely known as a strong advocate of:
 1. Friendship with Adolf Hitler.
 2. Collective security.
 3. Intervention in China.
 4. Esperanto.
 5. Trotskyism.
65. First three nations to be guaranteed by Britain and France after the Czecho-Slovakia coup were:
 1. Poland, Russia, Turkey.
 2. Greece, Yugoslavia, Roumania.
 3. Bulgaria, Hungary, Greece.
 4. Turkey, Greece, Yugoslavia.
 5. Poland, Roumania, Greece.
66. The nations with the 3 largest navies in order of size are:
 1. Britain, Germany, the U. S.
 2. Germany, Italy, Britain.
 3. Britain, the U. S., France.
 4. Britain, the U. S., Japan.
 5. Britain, Japan, Germany.
67. The new British military conscription bill will affect in 1939:
 1. 1,000,000 men between the ages of 18 and 21.
 2. 200,000 men 20 years old.
 3. 1,500,000 men and 500,000 women.
 4. 500,000 men 19 and 20 years old.
 5. Canadian, Australian and other colonial forces only.
68. British press censorship was revealed when Neville Chamberlain admitted ordering newspapers not to report that:
 1. German planes had bombarded London with leaflets.
 2. England had barely enough tea for a 2 weeks' war.
 3. A "gorilla" in Manchester called Eden a Mussolini.
 4. Fleet of anti-aircraft guns were cleared for action.
 5. Britain had known all about Hitler's plan to annex Czechia.

THE CHANGING MAP OF EUROPE

Directions: The following statements identify scenes of important recent developments affecting the map of Europe. On the answer sheet, opposite the number of each statement below, write the number on the map which correctly locates the place or territory described.

46. French territory for which Italian mobs have been howling.
47. Section of Lithuania returned to Germany late in March.
48. Territory grabbed by Hungary when Czecho-Slovakia was liquidated.
49. City which is now making the most elaborate preparations against air raids.
50. Territory seized by Mussolini on Good Friday.
51. Kingdom whose oil and grain Germany covets.
52. Famous British stronghold on the continent of Europe.
53. New war-torn ally of Germany and Italy.
54. Straits closed in 1914 which England wants kept open in war time.
55. Waterway which Italy has demanded must be kept open in war time.

69. Britain's May 17th plan for Palestine would:
 1. Make it an Arab nation with a Jewish minority.
 2. Make it a Crown Colony.
 3. Give the country to Egypt.
 4. Give Palestine a permanent Jewish majority in 5 years.
 5. Divide the country into Jewish, Arab districts.
70. The "Fifth Column" in the Spanish civil war was the:
 1. International Brigade fighting for the Loyalists.
 2. Italian army assisting Franco.
 3. Secret Communist organization directed from Moscow.
 4. Secret fascist organization behind the Loyalist lines.
 5. A women's battalion led by La Pasionara.
71. France and Great Britain had done it, so the United States followed suit early in April and:
 1. Sent munitions to aid the Spanish Loyalists.
 2. Recognized General Franco's government.
 3. Refused to recognize Franco's victory.
 4. Formally denounced Franco's alliance with Italy.
 5. Doubled the duty on imports from Spain.
72. While France and England were busy dickerings with Italy and Germany, Japan snatched:
 1. Jehol.
 2. Indo-China.
 3. Titi-Pu.
 4. Formosa.
 5. Spratly Is.
73. Japanese good will for the U. S. rose when the U. S.:
 1. Agreed to sell them more munitions.
 2. Cut off supplies to China.
 3. Sent Hiroshi Saito's ashes home on a U. S. warship.
 4. Presented two swing versions of "The Mikado."
 5. Increased the quota for Oriental immigration.
74. The U. S., France, and Great Britain answered Japan's attempt to seize the International Settlement at Kiangsu (by):
 1. Seizing a Japanese ship.
 2. Sending warplanes to China.
 3. Boycotting Japanese products.
 4. Clamping an arms embargo on Japan.
 5. Landing marines.
75. The U. S. Fleet was suddenly sent from the Atlantic to the Pacific for fear that Japan would:
 1. Seize the Dutch East Indies.
 2. Grab Vladivostok.
 3. Run U. S. traders out of Shanghai.
 4. Close the Yangtze River to navigation.
 5. Interrupt the China Clipper's scheduled flights.
76. Dr. Oswaldo Aranha paid a visit to Washington and left with \$120,000,000 credit in his pocket for:
 1. Mexico.
 2. France.
 3. Colombia.
 4. Brazil.
 5. Cuba.
77. During the latter part of January Chile was shocked by:
 1. A tidal wave.
 2. A political revolution.
 3. Fascist riots in Concepcion.
 4. An earthquake.
 5. An ultimatum from Brazil.
78. Expected to up U. S. trade in Latin America is the discovery of a well documented Nazi plot to seize:
 1. The Gran Chaco.
 2. Patagonia.
 3. The Matto Grosso jungle.
 4. Bolivia's tin mines.
 5. Trinidad.
79. Recent Parliamentary crisis in Belgium was caused by the:
 1. King's dictatorial ambitions.
 2. Belgian franc collapse.
 3. Appointment of a Fleming to the Belgian Academy.
 4. Uprising of Rexist fascists.
 5. Plotting of Communists.
80. After a 4-day hunger strike Gandhi ate again when he:
 1. Won immediate independence for India.
 2. Forced the resignation of India's President Bose.
 3. Forced a native despot to grant democratic reforms.
 4. Forced recall of the British Viceroy.
 5. Defeated a proposed Indian alliance with Germany.
81. Hungary's Jew-baiting Premier Imredy resigned when he:
 1. Tried to suppress Hungarian Nazis.
 2. Forgot his table manners at a government banquet.
 3. Discovered he was partly Jewish.
 4. Refused to attend a parley with Hitler and Mussolini.
 5. Forgot to salute the national colors.
82. The new Pope Pius XII was, until his election:
 1. A Frenchman.
 2. Apostolic Delegate to the U. S.
 3. Head of Catholic foreign missions.
 4. Head of the Jesuits.
 5. Papal Secretary of State.
83. A parliamentary vote empowering the Premier to rule by decree until Nov. temporarily sidetracked democracy in:
 1. France.
 2. Britain.
 3. Canada.
 4. Italy.
 5. Poland.

84. Frequent bombings in Britain are part of a terroristic campaign to force the Government to:
 1. Grant self-government to India.
 2. Unite all Ireland.
 3. Give way to a Labor-Conservative coalition.
 4. Grant equal suffrage to women.
 5. Recall the Duke of Windsor and his Duchess.
85. In accordance with an old contract King George VI:
 1. Took 5 salmon as rent from Canadian Fisheries, Ltd.
 2. Admitted into his entourage the son of Premier King.
 3. Received elks and beavers from the Hudson Bay Co.
 4. Knighted the whole Canadian Legislature.
 5. Demanded free lodging for 16 guardsmen.

LITERATURE AND THE ARTS

86. Edna St. Vincent Millay's new book of poems is:
 1. "The Yearning."
 2. "Conversation at Midnight."
 3. "End of an Era."
 4. "Huntsman, What Quarry?"
 5. "Opus 46."
87. Financed with \$2,000,000, the most important new museum of 1939 is devoted to:
 1. Industrial design.
 2. The Mellon Collection.
 3. Primitive sculpture.
 4. Modern Art.
 5. Paintings in oil.
88. Surrealist Salvador Dali was arrested in New York for:
 1. Refusing to pay admission to a New York art gallery.
 2. Exhibiting sensuous surrealist pictures.
 3. A mural that did not make people ask "What is it?"
 4. Breaking a plate glass window in a department store which had altered his window display.
 5. Trying to sell fur-lined watches in front of Tiffany's.
89. Finnegans Wake is:
 1. The phosphorescent trail left by a new turbine screw.
 2. James Joyce's latest semi-incomprehensible novel.
 3. A new cure for sleeping sickness.
 4. A new Irish folk song.
 5. Symphonic dirge by Anthell.
90. The outstanding current trend in U. S. movies is towards:
 1. Documentary films.
 2. Swing.
 3. Gangster pictures.
 4. Biography.
 5. Hedy Lamarr.
91. John Steinbeck's *The Grapes of Wrath*, is a saga of:
 1. Dust bowl migrants to California.
 2. Maine farmers.
 3. Southern aristocrats during the Civil War.
 4. Southern European immigrants in New England.
 5. Post-Prohibition drinking in America.
92. Gold "Oscars" for the best movie performances of 1938 were awarded by the Motion Picture Academy to:
 1. Spencer Tracy and Bette Davis.
 2. Clark Gable and Carole Lombard.
 3. Tyrone Power and Sonja Henie.
 4. Ferdinand and Snow White.
 5. Lionel Barrymore and Shirley Temple.
93. The Pulitzer Prize play of 1939 is:
 1. Family portrait.
 2. The Philadelphia Story.
 3. The Little Foxes.
 4. The Primrose Path.
 5. Abe Lincoln in Illinois.
94. Most startling common characteristic of two productions of *The Mikado* on Broadway this spring was:
 1. Negro casts performing to swing.
 2. Use of western instead of Japanese costumes.
 3. Changing the light opera into a revolutionary drama.
 4. Substitution of modern dictators for mythical Japs.
 5. Close adherence to the original uncut version.
95. "Juarez," the new picture of the conflict between democracy and dictatorship, deals with:
 1. The overthrow of Emperor Maximilian of Mexico.
 2. The French Socialist assassinated in July, 1914.
 3. The Spanish civil war.
 4. A Fascist Regime in the U. S.
 5. The liberation of Cuba.

PERSONALITIES IN THE NEWS



Each of the ten personalities pictured is identified by one of the following phrases. Place the number of the correct phrase on the answer sheet opposite the number of the picture.

1. New King of Albania.
2. Hitler's myth-maker and propaganda chief.
3. Fawziya—Princess of Iran.
4. President of France reelected early in April.
5. Contralto over whom Mrs. Roosevelt quit D. A. R.
6. Newly elected Pope Pius XII.
7. Actress chosen to play Scarlett O'Hara.
8. U. S. Vice-President who parted ways with President.
9. Wife of King Zog.
10. Famed Prosecutor favored for 1940 G. O. P. nomination.
11. A royal visitor to the U. S. A.
12. Prime Minister whose umbrella symbolizes British policy.
13. "First Lady of U. S. Stage"—actress, producer, autobiographer.
14. U. S. Ambassador to France.
15. Newest Supreme Court Justice—youngest since 1812.

For Answers, See the Issue of TIME, The Weekly Newsmagazine, now on your Newsstand

Each correct answer counts 1. Average score of TIME-readers is 84%. If you get 80 or better, congratulations. You are a well-informed person — just the type who would appreciate TIME. If you score less than 80, you have shown yourself how

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INGRAM'S
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PICTURES TO THE EDITORS

KING AND QUEEN AT FALLS

Sirs:

This series of pictures shows King George and Queen Elizabeth viewing Niagara Falls at close range. These pictures were taken by myself at Table Rock, Niagara Falls, Ont., on the afternoon of June 7, when I was fortunate enough to be one of three photographers within close range of the King and Queen. With them are Mr. Edison H. Kaumeyer, Secretary and Manager of the Niagara Parks Commission, and Lieut. Col. Piers Legh, the King's equerry. So far as I am aware these pictures are exclusive in the United States.

JACK WILLIAMS, Staff Photographer

The Standard
St. Catharines, Ontario



MR. KAUMEYER POINTS OUT SCENERY WITH HIS GRAY TOPPER



THE QUEEN PLIES HIM WITH QUESTIONS ABOUT THE FALLS



THE KING POINTS. "THERE'S THE UNITED STATES"



THE QUEEN AND LIEUT. COL. PIERS LEGH GAZE DOWN RIVER



SHE LOOKS OVER THE RAILING AT WHIRLPOOL 160 FT. BELOW



SHE TELLS THE KING, WHO ALSO LEANS OVER TO TAKE A LOOK

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always a good reflection



WITNESSED STATEMENT SERIES:

A-1 AT JUDGING TOBACCO

"Recent tobacco crops are the finest ever raised—and Luckies always buy the Cream," says Joseph Burnett, tobacco auctioneer, who has smoked Luckies for 10 years.

Have you tried a Lucky lately?

LUCKIES ARE BETTER THAN EVER! They are better than ever because new methods developed by the United States Government have helped farmers grow finer, lighter tobacco in recent years. As tobacco experts like Mr. Burnett point out, Luckies have always bought the cream of the crop. Aged from 2 to 4

years, these finer tobaccos are in Luckies today. And remember: Sworn records show that among independent tobacco experts—auctioneers, buyers and warehousemen—Luckies have twice as many exclusive smokers as have all other cigarettes combined. Try Luckies for a week and then you'll know why...

With Men Who Know Tobacco Best—It's Luckies 2 to 1

